

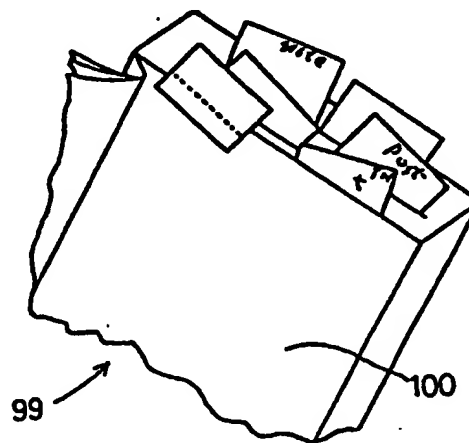
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(54) Title: A PLACE MARKING MEANS FOR PRINTED MATERIALS**(57) Abstract**

A small, planar sheet of place marking means and various types of conveying means are disclosed. Said place marking means is for marking the place of the desired page and/or the desired information in a printed material and said conveying means in the form of a base sheet means, a page in a book, an endpaper and a flyleaf for a book, a strip of place marking means, a covering sheet of a paper block or a memo sheet of a paper block, a sheet comprising the advertising column, or an advertising sheet, is provided in combination with a plurality of sheets of said place marking means attached thereto.



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A PLACE MARKING MEANS FOR PRINTED MATERIALS

TECHNICAL FIELD

The present invention relates to place marking means for printed materials such as books, magazines, documents in offices, computer
5 printouts, or leaf materials such as student's papers, manuscripts, receipts, leaflets, and the like.

BACKGROUND OF THE INVENTION

Every reader reads books in every field of human life, at school, at work, at home, or in the library, and also while travelling, commuting, at
10 bed, and not to speak of while studying. In any situation, the readers will find, in the books, some information that they consider to be important and want to refer to again in the future time. However, for reasons of large volume of the printed material or time limitation, the reader often has hard times to find the exact place of the desired page and/or information he/she
15 wants to refer to again at a later date.

Some readers fold down the leaves of a book in order to roughly guess the whereabouts of the desired information, and some underline what they consider to be important. But, folding a leaf is a bad habit and carrying writing means is another burden. Especially, for the students who must
20 repeatedly study what they have read, it is very important to easily mark the desired information and to quickly and accurately return again to the place where it is. But, it is very difficult, inconvenient, and tedious task to return to the previous place(s) and/or page(s) in a large volume.

And, as the fore edge of a book is most frequently touched by the hand
25 while carrying or turning the leaves, an indexing device should preferably be attached along the top edge thereof. However, the space of the top edge for indexing device is extremely restricted since the size of each leaf of average books is, in most cases, not larger than that of the standard DIN A4 sized- or the U.S. standard sized sheet, and further, one can not attach the
30 indexing device to the part of the top edge near the binding and it is also not desirable to attach near the square thereof to prevent being rubbed by

other things.

However, the sizes of indexing devices in the current markets are too large to be used for average books. If desiring, they may only be attached to the quite large-sized documents or files in offices, and that to the fore
5 edge thereof.

And, in a bound book, as an important information is unexpectedly and irregularly presented on any one of both faces of individual leaves therein, if several sheets of a certain indexing device are attached to several pages thereof, and then the book is closed, the reader will find that some of the
10 indexing device are showing the fore faces and some the rear faces thereof.

Accordingly, as long as an indexing device for average "bound" books are concerned, the article itself can be attached to any one of both faces of individual leaves in said book, and at least the parts of said article which protrude out from the free edge of said book should be formed to be
15 the same in color, reflectance, and appearance, which so far has been impossible with the goods in the prior arts or markets.

DESCRIPTION OF PRIOR ART

In the prior arts and current markets there have been numerous labels or indexing tabs for indexing purposes. However, all these devices are
20 primarily devised for special books such as documents or account books in offices, telephone directories or the like, such that they are too large in size. And what is worse, they are not directed to mark the face where the desired information is included but only directed to mark the location of any one desired leaf in said printed materials.

25 In case of conventional labels as they are aiming at being permanently attached to a host, the adhesive is applied to the whole area of any one face thereof, such that the user must fold and attach it to both faces of the free edge of a host, which are the most critical drawbacks of the labels to be used as indexing means for average books.

30 And, there have also been some indexing devices which have adhesive applied on some area of any one face of said device in order to be attached to any one face of a host. However, they are also too large in size and have not had any novelties nor improvements but merely replaced the labels.

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Further, in the prior arts there have not been any device which can be attached to any one of both faces of individual leaves in a book to mark the location of the page. And there also have not been any means to enable the reader to instantly mark the place of the desired page, and/or to index the importance of the desired information, and/or to mark the exact place of the desired information in a book at the moment when he/she reads the book with ease and convenience, no matter where and when he/she reads a book..

SUMMARY OF THE INVENTION

The place marking means of the present invention is a small, planar, sheet of paper or the like, for marking the place of the desired page and/or information in a printed material. Said place marking means has removable and reattachable adhesive and suitable size for average sized sheets. And, both faces of the tag part of some place marking means may have the same surfaces in order to be attached to any one of both faces of individual leaves in bound books. The means may carry indicia means to be used as indexing means indicating the importance of individual information. And, said place marking means may have place distinguishing means to mark the exact location of the desired information.

Further, various means, articles, and/or methods providing said place marking means to the users are disclosed.

BRIEF DESCRIPTION OF DRAWINGS

In the drawings, like reference numerals have been used throughout the various figures to designate like elements.

Figures 1, 2A and 2B are perspective views of various embodiments of the place marking means of the present invention.

Figure 3 is a perspective view of the embodiment illustrated in Fig.1 and showing the rear face thereof.

Figure 4 is an imagined, perspective, broken view of a book, to which the note pads in the markets are exemplarily attached.

Figures 5A through 5D are perspective, partly broken, views of a page to which the place marking means are attached.

Figures 6A, 6B and 6C show the procedures to attach the place marking

means to the desired pages.

Figures 7A, 7B and 7C illustrate the place marking means on which the user writes desired indicia.

Figures 8A through 11B illustrate further embodiments of the place marking means.

Figures 10A and 10B illustrate the place marking means which mark the exact places of the desired informations.

Figure 12A through 13B show further embodiments of the place marking means and Figure 12B shows the place marking means in Fig.12A being attached to a page.

Figures 14A, 14B, and 14C show stacks of the place marking means.

Figure 15 is a perspective view of the base sheet means and several sheets of the place marking means attached thereto of the present invention.

Figures 16 through 17C illustrate various embodiments of the base sheet means and several sheets of the place marking means attached thereto.

Figure 18 is a perspective view of a book to which the base sheet means having the place marking means is attached.

Figure 19 illustrates a further embodiment of the base sheet means.

Figures 20A and 20B show the embodiment in Fig.19, being divided into 4 and 3 pieces, respectively.

Figure 21 shows another embodiment of the base sheet means.

Figure 22A shows a large sheet forming several sheets of place marking means and Figure 22B is a perspective view of a base sheet means to which the whole sheet in Fig.22A is attached.

Figure 23A illustrates a base sheet means having several sheets of the place marking means, and Figure 23B is an enlarged, partly broken, sectional view of the base sheet taken along the line K-K of Fig.23A.

Figure 24A also illustrates a base sheet means having several sheets of the place marking means, and Figure 24B is an enlarged, partly broken, sectional view of the base sheet taken along the line J-J of Fig.24A.

Figures 25A, 25B and 25C are perspective views of a page, an endpaper and a flyleaf in a book, respectively, each of which having the place marking means attached thereto.

Figures 26A and 26B are perspective views of a strip of the place marking means of the present invention.

Figures 27A and 27B are perspective views of a roll and stack of the place marking means of the present invention, respectively.

5 Figures 28 through 29C are perspective views of a stack of note pads having the covering sheet of the present invention.

Figures 30 through 31B are perspective views of advertising column or advertising sheet of the present invention.

BEST MODE FOR CARRYING OUT THE INVENTION

10 FIRST, THE DETAILED DESCRIPTION OF A PLACE MARKING MEANS OF THE PRESENT INVENTION IS AS FOLLOWS.

The place marking means of the present invention is generally for marking the desired places of the page and/or the information in printed materials such as books or the like.

15 And, for convenience, the term "place marker" is used to denote the place marking means of the present invention throughout the specification.

The place marker is generally made of opaque paper or any other known material such as cloth, synthetic resins or mixtures thereof, all of which provide sufficient opacity to be contrasted to a host to which the place
20 marker is attached and thereby the user can easily find it again. For example, the synthetic materials may be polyolefin resins, vinyl resins, cellulose, polyesters, and the like.

In order to provide enough opacity, the sheet stock material of the place marker may be treated by known methods such as sizing, calendering,
25 embossing, or applying, coating, or blending of pigments, additives, minerals, or any other known materials.

A sheet of place marker is a small, planar, rectangular, tag-typed shape as shown in Figs.1, 2A, 2B, and etc. In order to secure enough room for the tag part and adhesive, the shape of the place marker is preferably
30 be oblong. However, it may be polygonal, or any other shapes such as those of a heart mark, animal shape, and etc.

The place marker carries a portion of adhesive on any side of any one

face thereof for removably reattaching itself to a desired place in a book. A portion of adhesive designated as 73 is shown in Figs.3 and etc., which is referred to herein as "adhesive area". However, it may also be applied on the place marker in the form of strip(s) or dot(s) known in the art. Thus, 5 the term "portion of adhesive" wholly represents the area(s), strip(s), or dot(s) of adhesive.

The pressure sensitive adhesive having releasable and reattachable compositions is well known in the art.

In the prior arts, the U.S. Pat. No. 3,691,140 discloses adhesive 10 properties which can be releasably reattachable to a host of paper stock material and the U.S. Pat. No. 4,399,249 discloses adhesive properties which can be releasably reattachable to a host of synthetic material such as polyethylene film.

The adhesive applied to the place marker is one of these types of 15 adhesive. It provides adhesive properties strong enough to hold one piece of the place marker to another, but moderate enough so that the place marker can easily be removed from the host to which it is attached.

In Figs.1 and etc., the letters a and b denote the breadth and the length of the place marker 49, respectively. For easy handling and securing 20 more room for the tag part, the adhesive is applied along or near any one marginal edge of the side which has shorter width between the breadth a and the length b of the place marker.

In detail, as shown in Figs.3 and etc., the adhesive is applied, on the lower part of the rear face 71, between the dotted line 75 and the lower 25 marginal edge 62 of the place marker 49. The dotted line 75 denotes the upper marginal edge(or point) of the adhesive 73 and in some Figures, the dotted line 75 is also drawn on the front face 51 to indicate the adhesive area of the rear face 71. The letter n denotes the length of the adhesive area along the longitudinal length b(the distance between the lower-marginal 30 edge 62 and the upper marginal edge 75 of the adhesive 73). And the letter D denotes the part of the place marker on any one face of which the adhesive is applied and the letter E the remaining part thereof. Likewise, the letter q denotes the length of the part E along the longitudinal length b.

The term "tag part" denotes the portion of the place marker which

sticks out of the free edge of a host to which it is attached. Thus, the length of the tag part may be different as the user so attaches as shown in Figs.5B through 5F. However, when the place marker is not attached to any host, the term "tag part" denotes the part of the place marker between the upper marginal edge 64 of the place marker and the upper marginal edge (or point) 75 of the adhesive 73, i.e. the part of the place marker any one of both faces of which have no adhesive applied thereto(the part E in Figs.2A and 2B, for example), and the term "tag length" denotes the distance between them(the letter q in Fig.2B, for example).

10 And, the tag part of the place marker 49 is formed to be symmetrical about the longitudinal axis of the place marker 49.

If the tag part of a certain indexing device is not formed to have symmetric shape, and several sheets of said device are attached to the fore and rear faces of the leaves in a certain book, they will lose uniformity in appearance and make the reader be confused and irritating.

15 There have been various kinds and types of books. Some special books have pages only one face of each of which have written indicia. But, almost all the books have written indicia on both faces of the individual pages.

If several sheets of indexing means are attached to several pages and the book is closed, the user will see the fore and rear faces of the device. Thus, in order to let the appearance of an indexing device be the same whether it is attached to the fore face of a leaf or the rear face thereof, first, the shape of the tag part of an indexing device must be symmetric and second, the surfaces of both faces thereof must be the same in color, depth, reflection of light and appearance, and the like.

25 In case of the 3M's "Post it"™ brand note pads(25.4mm×76.2mm), it has some letters(i.e. Post it™ note brand) preprinted on the face having adhesive applied thereto as shown in Fig.4. And, the 3M's "Post it"™ brand Tape Flags(25.4mm×43.6mm) has different surfaces one of which is coated with color, reflects lights, and illuminates, and the other of which absorbs lights. Thus, if several sheets of these prior goods are attached to several pages in a book, they not only lose uniformity in appearance but also make the reader be confused and irritating. In short, these goods are not suitable for being used as indexing means for average books.

On the other hand, the tag part of the place marker 49 is formed to be symmetrical about the longitudinal axis X of the place marker as shown in Figs.1, 2A, and etc, and both surfaces thereof may be to be the same in appearance, i.e. in color, depth, and reflectance of light. For example, if one surface is colored or has natural color, the other surface also has the same color or natural color, respectively. In short, both faces of the tag part of the place marker may optionally be so formed to have the same appearance in shape, color, depth, reflectance, and the like, that the place markers which are attached to several pages, i.e. fore faces and rear faces, in a bound volume can have the same appearance when said volume is closed.

Thus, both surfaces of the tag part of the place marker may optionally be calenderd, sized, embossed, roughed, fuzzed, blurred, or a certain material such as pigments, additives, minerals, or any other known materials may be coated, blended, sprayed, or painted thereon in order to have the same appearance in shape, color, depth, reflectance, and the like.

And, the information included in a marked page may be a short word or a long phrase. There sometimes arises a need to summarize the information in a certain indicia and to write it on the place marker according to the importance thereof. Especially for the students, it is very convenient and necessary to write a short word or indicia on the place marker in order to directly discern the value of the information, to quickly return thereto and also to improve one's memory.

The behavior of summarizing and/or writing something is, of itself, deeply impressed in the brain and thereby helps greatly the reader to remind the contents of the information again at a later date.

In case of some conventional labels, spaces are provided on the tab portion for inscription. But, as aforementioned the labels are not suitable for being used as indexing devices for average books. And, in case of the 3M's "Post it"™ brand note pads they have certain letters preprinted which will inevitably overlap the indicia written by the readers. And, in case of the 3M's "Post it"™ brand Tape Flags, any one face is coated with oily color and illuminating, and the other face has nonporous synthetic resin surface, such that with a certain writing means which has water-soluble properties one can not freely write desired instructions thereon.

In short, with all the indexing devices in the prior arts and markets, the user can not write desired instructions freely on the surfaces thereof.

On the other hand, the surfaces of both faces of the place marker except the adhesive area may optionally be formed to enable the reader to
5 write desired instructions on them.

Thus, both surfaces of the place marker may optionally be calendered, sized, embossed, roughed, fuzzed, blurred, or a certain material such as pigments, additives, minerals, or any other known materials may be coated, blended, sprayed, or painted thereon for the readers to write desired
10 instructions on the surfaces of both faces of the place marker.

In Fig.7A, the place marker 49 in Fig.2B is attached to a page 100 and a word "논문" is exemplarily written on the fore face 51 thereof. In Fig.7B, the place marker 49 in Fig.2A is attached to a page 100 and a word "詩" is written on the part A and a date "93.4.6" on the part B of the fore face 51.
15 And, Figure 7C shows the rear face 71 of the place marker 49 in Fig.2A, on which a word "Fee" is written on the part A thereof.

Consequently, the functional feature of providing writable surfaces enables the readers to mark the importance of the desired information.

In the drawings, a book is broadly designated as 99 and any one face
20 of each leaf of the book is designated as 100. And normally, as the fore edge of a book is more likely to be touched by hand or other things, it is preferable that the place markers are attached along the top edge thereof.

In Fig.6C, the dotted parts Z,Y,W,U,... at the top edge 103 are drawn to denote the places where the place markers are to be attached. If a place
25 marker 49 is attached at the dotted part Z on a page 100, and the user may attach another place marker at the dotted part Y on another page 100. And, further place markers may also be attached at the dotted parts W, U,..., to further pages in the same way.

In attaching the place markers in this manner, what is seriously
30 considered is the size of the place marker. Books have had various sizes suitable for their own uses. On the whole, and especially in Korea, Japan, and China, the size of each leaf in average books such as textbooks and novels is not larger than the standard A4 size(210mm×297mm) or the U.S. standard size(21.59cm×27.94cm ; 8.5"×11").

As shown in Fig.6C, if the place markers 49 are consecutively attached to the top edge 103 of a page 100(A4 size, for example), the length d near the binding 101 is approximately 20mm-40mm to which the place marker can not be attached, and the length e near the fore edge 102 is also approximately 5 20mm-40mm to which the place marker should preferably not be attached to prevent being rubbed or grazed by other things.

Thus, leaving out above said 40mm-80mm, the range of the length f of the top edge 103 for the place markers 49 is approximately 130mm-170mm.

There have been a number of articles for indexing purposes. Of these 10 goods, the size of the smallest is 25.4mm×76.2mm(the 3M's "Post it TM" brand note pads) or 25.4mm×43.6mm(the 3M's "Post it TM" brand Tape Flags).

If desiring to attach these prior goods for marking pages, the whole available length of the top edge of a book is wholly covered with only few sheets(approximately 4-6 sheets) before the user marks few pages, such that 15 the largeness in size of said goods hinders the user to easily find out the desired page(s) in the rear parts of a book. Thus, these goods may only be restrictively attached to a printed material having quite a large size such as files in offices. Namely, even the smallest goods in prior arts are too large to suitably mark the pages in average-sized books.

20 As aforementioned, the moderate range of the length f on the top edge of a A4 sized sheet for the place marker 49 is approximately 130mm-170mm. Within these ranges, I have found that 10-34 place markers are suitable for convenient handling, good appearance and easy recognition, and the breadth a of the place marker 49 is approximately 5mm-25mm. However, as the size of 25 the printed materials varies numerously and so does the range of the margins on any one page thereof usually in the range of 3mm-35mm.

Thus, for average books the size of each leaf of which is not larger than that of the A4 sized or the U.S. standard sized sheet, it is preferable that, under the condition that the breadth a between the right- and 30 left-marginal edge(or end point) of the place marker is not wider than the length b between the upper- and lower-marginal edge(or end point) thereof, the breadth a is not less than 3mm nor more than 25mm, and the length b is not less than 9mm nor more than 51mm. Thus, there can be various sizes of the place marker 49. For examples, the breadth a and the length b may be

3mm×9mm, 6mm×18mm, 9mm×27mm, 12mm×36mm, 15mm×45mm, 17mm×51mm, and etc.

However, for special books such as Chinese classics having large size the place marker may be formed to have different sizes.

Once, a certain indexing device is used to mark a desired page, it is
5 preferable that said device can provide a means which enables the reader to evenly attach several sheets of said device to several pages and/or can indicate what importance the information included in the marked page has.

In this respect, the place marker of the present invention may provide indicia means which indicates the importance of the information included in
10 the marked page and/or provides border means which does the role of a standard to evenly attach the place marker to a page and/or to indicate the importance of the information therein and/or to adjust the length of the tag part of the place marker.

The indicia means is formed on some part of the place marker, opposite
15 to the part thereof to any one face of which the adhesive is applied. For example, in Fig.2A, the indicia means 81 is indicated on the upper part E of the place marker 49 opposite to the lower part D, the rear face 71 of which the adhesive is applied..

In Fig.2A, the place marker 49 has an indicia means 81 in the form of
20 a line. The line 81 divides the front face 51 of the place marker 49 into two parts A and B, and thus, the line 81 does the role of a border means 82 between the two parts A and B. In this case, the indicia means 81 itself becomes and thereby provides border means 82 to the place marker 49.

In Fig.5A, the place marker 49 has an indicia means 81 in the form of
25 a diamond shape. The diamond shaped indicia means 81 provides three border means 82, 84 and 84', and 86. Namely, the angular point 82, the invisible line between the angular points 84 and 84', and the angular point 86 do the role of border means, and thereby divide the front face 51 of the place marker 49 into four parts A, B, C, and F.

30 In Fig.5B, the invisible line between the apexes 84 and 84' of the indicia means 81 does the role of the border means and falls in line with the top edge 103 of a page 100, and the equilateral triangle part of the diamond shaped indicia means 81 protrudes out from the top edge 103 of the page 100, by means of which the user can discern the importance of the

information in the page 100, such that the indicia means 81 provides the border means and at the same time indicates the importance of the desired information in the page 100.

The number of the indicia means may vary as the manufacturer so makes.

5 For example, in Figs.2A and 5A, one indicia means 81 is provided on the fore face 51 of the place marker 49 and in Fig.1 and 8C, two indicia means 81 and 83 are provided thereon.

The border means provided by the indicia means does, first, the role of a standard to evenly and orderly attach the place marker to a host.

10 As the shape of the tag part of the place marker is symmetrical about the axis X of the tag part of the place marker, by letting the border means coincide with the free edge of the desired page and at the same time placing the longitudinal marginal edge(or point) of the place marker next to that of the preceding place marker, the place markers can be attached, side by side,
15 to successive pages in arranged fashion.

Figures 6A and 6B show the procedure to let the place markers be orderly attached, in perpendicular fashion, to the top edge 103 of a book. The user first let two place markers 49 and 49' be next to each other with the upper marginal edges 62 and 62' thereof being in alignment with each
20 other, and let the invisible line between the two border means 86 and 86' of the place markers 49 and 49' respectively be coincide with the top edge 103 of a page 100 as shown in Fig.6A. After attaching the place marker 49 to the page 100, the user removes the other place marker 49' from the page 100. Consequently the first place marker 49 is attached to the top edge 103 of a
25 page 100 in perpendicular fashion with respect thereto.

In Fig.6B, the first place marker 49 is attached to the top edge 103 of the page 100. And, the second place marker 49' is attached to another page 100' with the longitudinal marginal edge 66' of the place marker 49' being next to that 68 of the preceding place marker 49 and also with the
30 border means 86' of the place marker 49' falling in line with the top edge 103' of another page 100'. In this manner, several place markers can be attached, side by side, to successive pages in orderly and arranged fashion.

Thus, by means of the border means and the longitudinal marginal edge (or point) of the place marker, the user can attach several place markers to

successive pages with ease, accuracy and swiftness, and the successive place markers attached to several pages are in alignment with each other and put in order in appearance.

And, as the border means provides divided parts (such as parts A and B in Fig. 2A) on the place marker, the user can write desired indicia in order of the importance of the desired informations. In Fig. 7B, for example, a word "詩" related to the information included in the marked page and considered to be more important is written on the part A, and a date, less important, "93.4.6" on the part B. In this manner, the user can make the most of the parts A and B, i.e. the whole space of the place marker. Namely the border means provides divided parts on the place marker 49 for the user to write desired indicia in order of the importance of the informations.

Further, the border means itself can directly indicate the importance of the desired information..

Figures 5C and 5D show the place marker in Fig. 1 which is differently attached to a page 100. In Fig. 5C, the border means 82 falls in line with the marginal edge 103 of a page 100 and the part A thereof sticks out of the marginal edge 103 of the page 100. In Fig. 5D, the border means 84 falls in line with the marginal edge 103 of another page 100 and the parts A and B thereof stick out of the marginal edge 103 of the page 100 and the indicia means 81 is shown on the tag part thereof.

In short, by letting the place marker be attached to have different tag length and show indicia means, the user can optionally indicate the importance of the information included in the marked page.

Figure 6C shows a plurality of the place marker 49 being attached to several pages in a book 99, which not only mark the locations of the desired pages but also indicate the importance of the informations included in the marked pages. Thus, by means of the indicia means on the tag part and/or the tag length of the place markers the reader can easily discern again the importance and locations of the informations at a later date.

And, the border means provides further advantages for the readers who only desires to attach the place marker to have quite short tag length. Some books have cases or some such as the Bible are repeatedly handled. And the readers of these books may want the place markers attached therein being not

obstructed by the cases or other things. As the border means enables the readers to change the tag length of the place marker, the place marker of the present invention can fully suffice the readers' requires.

The number of the border means varies according to the indicia means.

5 In Fig.2A, one indicia means 81 provides one border means 82. In Fig.5A, one indicia means 81 provides three border means. In Fig.1, two indicia means 81 and 83 become two border means 82 and 84 which divide the fore face 51 of the place marker 49 into three parts A, B, and C. In Fig.8A, one indicia means 81(darkened part A) provides one border means 82 which divides the
10 fore face 51 of the place marker 49 into two parts A and B. And, in Fig.8B, one indicia means 81(darkened part B) provides two border means 82 and 84 which divide the fore face 51 of the place marker 49 into three parts A, B, and C.

On the whole, the border means provided by the indicia means is
15 indicated in the form of a dot, a hole, or a straight line, solid, dotted, or invisible.

When the border means is a line, it is perpendicular to the longitudinal axis X of the place marker as shown in Figs.1 and 2A.

Further, the border means may not only be a straight line but also be
20 the waveform-shaped line such as sine wave, square wave, saw teeth wave, or triangular wave shaped line. In this case, the lower- or upper-most border (or points such as 82 in Fig.8C) may be used as the border means.

As shown in Fig.1, the letter k denotes the perpendicular distance between the lower marginal edge 62 and the nearest border means 84 from the
25 lower marginal edge 62, and the letter l the perpendicular distance between the two border means 82 and 84, and the letter m the perpendicular distance between the border means 82 and the upper marginal edge 64. The distance k, l, and m may be the same or different to each other as the manufacturer so desires. And, the distance(the length n) of the adhesive applied along
30 the longitudinal length b should not be wider than that(the length k) of the nearest border means from the lower marginal edge 62 of the place marker 49 as shown in Figs.1 and 3. Accordingly, the indicia means is not formed in the area to any one face of which the adhesive is applied.

Any indication or representation may be used as the indicia means of

the present invention. For examples, it may be dot, hole, line, cut out part, numeral, mark, symbol, sign, and the like. And it may also be row or area(or portion) of said indication or representation. As further examples, the indication or representation may be character, innitial, abbreviation, word, color, pattern, flag, design, cartoon, drawing, and etc.

In Fig.8A, a certain color indication may be printed as indicia means 81 on the darkened portion, the border of which becomes the border means 82, and thus divides the surface 51 of the place marker into two parts A and B. Likewise, in Fig.8B, a certain color may be printed on the darkened portion as indicia means 81 and the upper and lower marginal border of the color do the role of the border means 82 and 84.

In Fig.8C, the dotted area may exemplarily be printed in a certain color and the darkened area in any other color or the same color having different depth as indicia means 81 and 83, respectively, and the row of letters(ㄱ, ㄴ, ㄷ, ㄹ, ㅁ, ㅂ) as indicia means 85. And, these indicia means 81, 83, and 85 provide three border means 82, 84, and 86.

And, said indication or representation may be formed to be indented or to be in relief(as in braille) on the surface of the place marker.

In Fig.8D, cut-out parts(60 and 60') as indicia means are formed at the right and left marginal edge 66, 68 of the place marker 49 respectively, and the invisible line between two cut-out parts does the role of the border means. Namely, an invisible line between the two points provided by the indicia means(for example, apexes, angular points 84 and 84' in Fig.5C, or cut-out parts 60 and 60' in Fig.8D) may do the role of the border means.

Thus, in order to sufficiently do the role of indexing means, one or a plurality of, different or the same, indicia means may be indicated and/or formed on the place marker and thereby provide more than one border means on the place marker.

In short, the indicia means is indicated and/or formed on the place marker by printing, pressing, cutting, indenting, or other above described means or methods.

And, when the indicia means is provided to the place marker, it may be so indicated and/or formed as to be the same on both faces 51 and 71 of the place marker in order that both faces of the place marker is the same in

appearance as shown in Figs.1 and 3.

It will be understood that above said indication or representation is included by way of examples of indicia means, and not of limitations. Any type, kind, or shape of indication or representation may be indicated and/or
5 formed as indicia means as long as it provides border means which forms discernible parts on the place marker and thereby does the role of a standard to enable the user to let the border means fall in line with a free edge of a host in order to evenly attach the place marker and/or to indicate the importance of the information and/or to let the length of the tag part
10 of the place marker be changed.

The final object of marking a page with a certain indexing device is, eventually, to return to the very exact place of the desired information in the marked page with ease and swiftness.

In this respect, the present invention provides a further embodiment
15 of the place marker which may optionally have place distinguishing means to mark the exact place of the desired information.

The U.S. Pat. No.4,637,149, and U.S. Pat. No.3,444,635, and the 3M's TAPE FLAGS disclose indexing devices for being attached on the surface of a host and thereby letting them do the role of mid-page flagging means.

20 The U.S. Pat. No.4,637,149 let a flag be affixed directly over an information to be indexed, and in U.S. Pat. No.3,444,635 a tag is adhesively applied to the surface of a sheet of paper. And, the 3M's TAPE FLAGS also recommends to apply it to a surface of documents for flagging purposes.

In case of the U.S. Pat. No.4,637,149, the tag can only index a single
25 word or sentence. However, it can not identify an information having a very long length. Further, it does not have any means to discern whether the information over which the tag is attached denotes the beginning of the desired information or the end thereof.

And, in case of the 3M's TAPE FLAGS, the upper part thereof is painted
30 in a certain color and the lower part thereof is transparent. However, with it, the user can not mark the exact place of the desired information because the size of the Tape Flags is firstly too large to exactly point the place of the information(25.4mm×43.6mm;lot No.680-1, etc). And, what is worse, it is impossible to discern at a later date, whether the desired information

is placed before or after the whole Tape Flags, or before or after the colored part thereof, or before or after the transparent part thereof.

In Fig.9A, the slant lined part is opaque and the oblong part 53 is transparent. Thus, an " L " shaped part is formed at the lower part of the place marker 49 on any one face of which the adhesive is applied. Figure 9B illustrates the rear face 71 of the place marker 49 in Fig.9A. The " L " shaped part forms the place distinguishing means of the place marker. The part in the dotted circle 70 denotes the part of the place distinguishing means 69 to be placed before and/or after the desired information.

10 Figure 10A shows two place markers 49 in Fig.9A which exactly marks the place of the desired information 105 on a page 100 by letting the place distinguishing means 69 on each of the place marker 49 be placed just before the beginning of the information 105 and just right after the end thereof. Accordingly, the information 105 is placed between the two " F -- J " shaped
15 place distinguishing means 69 of the place markers 49 such that it seems to be placed between a " F -- J " shaped parenthesis. And, the place marker right after the end of the information is attached to be upside down with respect to that placed before the beginning of the information.

Figure 10B shows the place markers 49 which mark not only the desired
20 pages but also the exact places of the desired informations. To the top edge 103 of a book 99, a plurality of place markers are attached to mark the desired pages. And, a place marker is attached just before an information 106 short in length, and two place markers 49 are attached to mark a long information 105, one just before the beginning of the information 105 and
25 the other just right after the end thereof. Thus, the reader can locate the places of the informations 105 and 106 again with ease and swiftness.

The place distinguishing means 69 is indicated and/or formed at the lower part of the place marker 49 on any one face of which the adhesive is applied. And, the place distinguishing means may be formed vertically or
30 horizontally as shown in Figs.9A and 11A, respectively, on the place marker such that the place marker may be attached in an upright position (i.e. short sides at the top and bottom) or sideways.

In Figs.11A through 13B, the place distinguishing means is indicated on the fore face 51 of the place marker, opposite to the face 71 where the

adhesive is applied.

In Fig.9C, cutting lines 67 and 63 are formed on the place marker 49. The line 63 is formed to be perpendicular to and to meet with the line 67 such that when the oblong 53 is detached from the place marker 49, there is
5 also formed an " L " shaped part at the lower part thereof.

The cutting lines 67 and 63 may be comprised of a series of short slits or perforations, or formed by any other known weakening methods such as mechanical pressing, heat pressing, laser treatments, and the like.

In Fig.9D, an oblong part such as shown in Figs.9A and 9C is precut
10 and the shape of the place marker itself is formed, from the outset, to have an " L " shaped part at the lower part thereof.

Any indication or representation may be indicated and/or formed as the place distinguishing means of the present invention. For examples, it may be dot, hole, line, cut out part, numeral, mark, symbol, sign, and the like.
15 And, it may be row or area(or portion) of said indication or representation. As further examples, the indication or representation may be character, initial, abbreviation, word, parenthesis, color, pattern, flag, design, cartoon, drawing, and etc. An arrow, index mark, and word are exemplarily indicated on the place marker 49 in Figs.11A, 13B, and 11B, respectively.

20 It will be understood that above mentioned place distinguishing means are included by way of examples, and not of limitation. Any type, kind, and shape of indication or representation may be indicated and/or formed as place distinguishing means on the place marker as long as it is placed on the lower part of the place marker on any one face of which the adhesive is
25 applied and thereby used as a means to attach the place marker to the beginning and/or the end of the desired information and by means of which the user can understand that the desired information is placed just right after and/or before the indication or representation on the place marker.

The place distinguishing means may be indicated and/or formed on the
30 place marker by known methods such as printing, coating, punching, cutting, indenting, pressing, and the like.

Further, the lower part of the place marker on which the place distinguishing means is indicated and/or formed may optionally be formed to be transparent to distinctively show the place distinguishing means.

Further, a separating line 61 may optionally be formed, a little above the place distinguishing means 69, on the place marker 49, as shown in Fig. 12A. The line 61 is perpendicular to the longitudinal axis X of the place marker.

5 In Fig. 12B, a place marker 49 in Fig 13A is attached to the top edge 103 of a page 100, and two to the desired information 105. The upper part of the place marker 49 attached to the desired information 105 is severed from the place marker along the separating line 61 in order to prevent possible confusions or obliteration of other written indicia. Thus, the
10 place marker 49 together with the place distinguishing means 69 can more distinctively mark the exact place of the desired information.

The separating line 61 may be comprised of a series of short slits or perforations, or formed by any other known weakening methods such as mechanical pressing, heat pressing, laser treatments, and the like.

15 The numeral 65 in Figs.11A through 12A denotes the upper marginal edge (or point) of the place distinguishing means 69 and the letter g denotes the distance between the marginal edge(or point) 65 and the lower-marginal edge 62 of the place marker 49. And, the distance g of the place distinguishing means 69 is not shorter than the distance n of the adhesive area.

20 When the separating line 61 is formed on the place marker 49 as shown in Fig.12A, the letter s denotes the distance between separating line 61 and the lower-marginal edge 62 of the place marker 49. Thus, the distance s of the separating line 61 is not shorter than the distance g of the place distinguishing means 69 .

25 And, the marginal edge(or point) 65 of the place distinguishing means 69 and/or the separating line 61 may also be used as the border means of the present invention, the function of which is the same as that provided by above said indicia means. Accordingly, the user may let the marginal edge (or point) 65 and/or the separating line 61 fall in line with the top edge
30 103 of a page 100 in order to let the place markers be evenly put in order.

As can well be seen in the above explanations, with the place marker having the place distinguishing means, the user can return not only to the desired page but also to the exact place of the desired information in the marked page again with ease and swiftness.

Still further embodiments of the place marker is shown in Figs.13A and 13B, in each of which the place marker has two indicia means 81 and 83 and place distinguishing means 69. In Fig.13B, the place marker further has a separating line 61. Namely, all the characteristic features of the indicia means, the place distinguishing means, and the separating line hithertofores explained may altogether or optionally be indicated and/or formed on the place marker of the present invention.

In these cases, the indicia means is placed on the upper part of the place marker, the separating line a little above the place distinguishing means, and the place distinguishing means is placed on the lower part of the place marker opposite to the face having the adhesive applied thereto. Thus the indicia means is not placed in the area where the place distinguishing means or separating line is formed.

And, when the indicia means, the place distinguishing means and/or the separating line are formed, there can be several border means such as 82, 84, 86 and 88... such as shown in Figs.13A and 13B.

Thus, as hithertofores explained, various types of the place markers of the present invention can be provided to the users. Dividing roughly, the examples of the types of the place marker are as follows.

20 1)The place marker may be the one which has the adhesive, adequate size, which may be suitable for marking the page the size of which is not larger than the A4 size or U.S. standard size.

2)The place marker may be the one which has the adhesive, adequate size, indicia means, and one border means on any one face thereof, which may be suitable for marking and evenly attaching the place marker to the page the size of which is not larger than the A4 size or U.S. standard size.

3)The place marker may be the one which has the adhesive, and indicia means and more than one border means, on any one face thereof, for marking the page, evenly attaching, indicating the importance of the information, and adjusting the length of the tag part thereof.

4)The place marker may be the one which has the adhesive and place distinguishing means for marking the page or the exact location of the information.

5)The place marker may be the one which has the adhesive, indicia

means, place distinguishing means and border means, on any one face thereof, for marking the page, evenly attaching, indicating the importance of the information, adjusting the length of the tag part thereof, or marking the exact location of the information.

5 6)The place marker may be the one which has the adhesive and the same surfaces for marking any one of both pages of individual leaves in a bound volume.

7)The place marker may be the one which has the adhesive, the same surfaces, and the same indicia means and one border means on both faces
10 thereof for marking any one of both pages of individual leaves in a bound volume and evenly attaching the place marker to the page.

8)The place marker may be the one which has the adhesive, the same surfaces, and the same indicia means and more than one border means on both faces thereof, for marking any one of both pages of individual leaves in a
15 bound volume, evenly attaching, indicating the importance of the information and adjusting the length of the tag part thereof.

9)The place marker may be the one which has the adhesive, the same surfaces, and place distinguishing means on any one face thereof, for marking any one of both pages of individual leaves in a bound volume, or the
20 exact location of the information.

10)The place marker may be the one which has the adhesive, the same surfaces, the same indicia means and border means on both faces thereof, place distinguishing means on any one face thereof, for marking any one of both pages of individual leaves in a bound volume, evenly attaching,
25 indicating the importance of the information, adjusting the length of the tag part thereof, or marking the exact location of the information.

And, the types of the place marker may additionally vary in accordance with the kinds of the indicia means and/or the place distinguishing means, separating line, writable surfaces, or size of the place marker, and etc.

30 As hithertofore explained, various embodiments of the place marker of the present invention have the following advantages and merits.

The place marker may have adequate size for average books.

Several place markers attached to several pages in a bound volume may be in harmony with each other and have even and arranged appearance.

It can indicate the importance of the desired information.

The user can adjust the length of the tag part of the place marker.

It can indicate the exact location of the desired information.

Both faces of the tag part of the place marker may be so formed to be
5 the same that several place markers attached to several pages in a bound volume may have the same appearance.

Both faces of the place marker may be formed to enable the user to write some instructions directly on them.

It can help the users to improve their memories through the behavior
10 of summarizing and writing the desired information.

In addition, the place marker of the present invention can help the users to enhance the efficiency of reading, study, and work through the behavior of marking what they have read, and especially it can help the children to form a proper way of reading and good habit and to shape neat
15 and calm character through the behavior of marking and evenly arranging what they have read and attached.

In general, the user can simply adhere and remove the place marker without any inconveniences, and mark the desired places in a printed material with ease, swiftness, and accuracy.

20 SECOND, THE DETAILED DESCRIPTION OF A STACK OF PLACE MARKING MEANS COMPRISED OF A PLURALITY OF SEPARATED SHEETS OF THE PLACE MARKING MEANS IS AS FOLLOWS.

Several sheets of separated place marker 49 hithertofores explained may be consecutively attached, one above another, to each other by means of the
25 adhesive applied on each sheet of the place marker and thereby form a stack of place marker 55 of the present invention. For examples, Figures 15A, 15B and 15C show stacks of place marker 55 comprised of the place marker in Figs.1, 10A, and 14A, respectively.

In these embodiments, the rear face 71 of the part D (such as shown in
30 Fig.2B) of any one place marker 49 on which the adhesive is applied is repeatedly attached to the front face 51 of part D of another place marker forming said stack of place marker 55.

However, the place markers may be attached to each other in another

way, so called fan-folded method. The rear face of the part D of any one place marker on which the adhesive is applied is repeatedly attached, in zig-zag fashion, to the front face of the part E(such as shown in Fig.2B) of another place marker 49 forming said stack of place marker 55. Thus, each 5 place marker 49 may be supplied to the user by way of tissue type supply.

THIRD, THE DETAILED DESCRIPTION OF A BASE SHEET MEANS AND A PLURALITY OF SHEETS OF PLACE MARKING MEANS ATTACHED THERETO OF THE PRESENT INVENTION IS AS FOLLOWS.

Further embodiments of the present invention are directed to means, 10 manners, and/or methods to convey the place markers to the readers.

As aforesaid, every literate person reads books and requires to have some means to mark the desired places in a book and to easily return thereto again. And, there have been numerous ideas, proposals and devices for indexing purposes for only being failed to be popularized by the readers. 15 The main reasons of the failure are the deficiency of the article itself and the manners by which the article is provided to the users. Above all, the substantial reason of this failure lies in the deficiencies of the ways and/or methods how the articles are reached to the reader's hand, and when and at what price it is provided.

20 Traditionally, almost all the indexing devices are provided in the form of a roll or a stack contained in a small container. As long as books and reading are concerned, this is besides the points.

For the current readers, it is a very inconvenient and tedious task to carry something separately in addition to their books. For examples, the 25 students prefer to carry fewer books in their hands rather than a bundle of them in thier sacks and much more they are apt to forget carrying writing means(e.g. pencil, etc). and the commuters who usually read books in buses or subways, it is not only a tedious task to carry something separately but also a difficult work to use it(e.g. underlining) in the shaking vehicles.

30 If they are further required to carry an indexing device separately, it will only be quite a burden to them and it is self evident that the device is no more preferred by the consumers.

Thus, once an indexing means is provided, it can be carried along

together with a book, can be provided to the reader at the time when he/she reads the book, and can be provided quite at a low price.

Among the goods in the prior arts or markets, the 3M provides a few sheets of the Tape Flags(50 sheets per stack) which are overlapped one above
5 another forming a stack of Tape Flags and contained in a relatively expensive dispenser. However, as the reader must carry the dispenser having the Tape Flags separately, it is very inconvenient, nor can be provided at a lower price, which eventually prevents it being popularized among the general public.

10 In order to overcome all these drawbacks and inconveniences of the prior arts and goods, the present invention provides various types of conveying means and a plurality of sheets of place marker attached thereto for being inserted in a book, and carried along together with it, and for providing, on the spot, the place markers to the readers at the time when
15 he/she reads the book and thereby enabling the reader to mark the desired places in a printed material with ease, convenience, and swiftness.

In the present invention, the term "conveying means" is used to wholly denote the medium or means which is comprised of sheet stock material and does the role of carrying and transmitting the place markers to the users,
20 in combination of the conveying means with the place markers, throughout the specification.

In this embodiment, as a conveying means the base sheet carries and transmits the place markers to the users.

Figure 15 illustrates an embodiment of the present invention, in which
25 a large, planar sheet stock material of paper or the like as a base sheet means is broadly designated as 139, and several sheets of the place markers 49 are attached, next to one another, by means of the adhesive 73 applied to the place markers 49 itself to the base sheet means 139.

The base sheet means of the present invention is generally made of
30 paper. However, sheet or film of any other known material such as cloth, synthetic resins or mixtures thereof, which may be opaque or transparent may be used as the base sheet means. For example, the synthetic resins may be polyolefin resins, vinyl resins, cellulose, polyesters, and etc.

A sheet of the base sheet means has tetragonal shape. However, it may

be polygonal, or any other shapes.

And, for convenience, throughout the specification, the term "base sheet" is used to denote the base sheet means 139 of the present invention.

When in use, it is desirable that any one marginal edge (for example, 5 left marginal edge 166 in Fig.15) of the base sheet 139 is fittedly inserted between the binding of any desired pages in a book so as not to get easily slipped out thereof. Accordingly, the base sheet and several place markers attached thereto can be carried along together with the book.

Books have had various sizes depending on their usages. Generally, 10 they are published in quarto, octavo, duodecimo volume, and etc. And, some leaves are comprised of smaller, separately attached cards which are commonly used as advertising-type inserts or post-card, often approximately 7.62cm by 12.7cm (three inches by five inches) in size, and may be formed of a paper or cardboard material which is relatively stiffer than the material which makes 15 up the remainder of the book.

Accordingly, the size of the base sheet may be the same as or a little smaller than those of the classified standard sizes of books, DIN A4 sized sheet, or U.S. standard sized sheet, in order not to stick out of the book, or the base sheet may be formed to be small cards similar to those types 20 in periodicals or magazines.

And, the place markers attached to a base sheet may vary in kinds, shapes, and sizes. As aforesaid, there can be various types of the place marker 49 of the present invention.

Thus, some or all of the place markers attached to the base sheet may 25 be the ones having, on any one face or both faces thereof, no indicia means, one indicia means, more than one indicia means, place distinguishing means, or mixtures thereof, such as shown in Figs.1, 2B, 2A, 11A, 14B, and etc., respectively.

As further examples, some may have a certain kind of indicia means 30 and/or place distinguishing means and the others different indicia means and/or place distinguishing means. For example, the indicia means of some place markers may be red in color and that of the others blue. And some may have longer length and shorter breadth than others, and etc.

In addition to these types, the place markers attached to the base

sheet may include other types of the place marker.

There may be some special books such as have printed indicia only any one of both faces of the individual leaves thereof or is comprised of graph papers. And, in a large volume of ordinary book, the chapter page is, more
5 often than not, placed on the fore page of the first leaf of each chapter. For these books or pages, the base sheet 139 may have place markers which are formed to be attached to only any one face of each leaf in a volume.

In Figs.15 and 19, several sheets of the place marker are attached, one by one, next to one another, a little apart from each other, to the base
10 sheet. In these embodiments, each place marker is separately formed and attached to the base sheet.

Figure 21 is a partly broken view of a base sheet, in which several sheets of the place marker separately formed are attached, one by one, next to one another, and closely together(side by side), to the base sheet.

15 In Fig.22A, on the rear face 72 of a whole large sheet 149 there are provided portions of adhesive 73 and vertical and horizontal detaching lines 46A, 46B,46C,...., and 47A, 47B, 47C,.... and thereby forming several sheets of the place marker 49. And in Fig.22B, said large sheet 149 in Fig.22A is attached to a base sheet, which may be provided according to the following
20 procedures.

First, prepare a whole large sheet 149 and apply adhesive 73 in the form of strips of adhesive 73 at regular intervals as shown in Fig.22A. Second, attach this large sheet 149 to a base sheet 139 by means of the strips of adhesive 73. And third, form vertical and horizontal detaching
25 lines 46A, 46B,46C,... and 47A, 47B, 47C,... by die-cutting operation known in the art. Thus, the base sheet 139 and the place markers 49 attached thereto assumes the base sheet 139 having the place markers 49 in Fig.21.

As a result, several sheets of the place marker 49 formed altogether are attached, side by side, next to one another to the base sheet 139.

30 The detaching lines 46A, 46B, 46C,...., and 47A, 47B, 47C,...., may be comprised of or formed of a series of small perforations, a series of slits (as shown in Fig.22A), or any other known weakening means such as die-cut, mechanical pressing, heat pressing, laser treatments, and etc.

In use, the user removes each place marker 49 from the whole sheet 149

along the weakening means 46A, 46B, 46C,... and 47A, 47B, 47C,.... and at the same time removes it from the base sheet 139.

Further, in order to provide more place markers to the readers, a plurality of place markers being overlapped to each other may be attached
5 to the base sheet as long as the thickness of the base sheet and the place markers attached thereto does not seriously affect the whole thickness of a host such as books or the like.

Namely, more than one sheet of the place marker 49 may be attached to each other, consecutively one above another (on top of the other), forming a
10 set of place markers, and then, these sets of place markers may be attached, one by one, next to one another to the base sheet. In Fig.23A, three sheets of place marker are overlapped to each other forming a set of place marker and these sets of place marker are attached, one by one, next to one another to the base sheet. The three sheets of the place marker 49 are well shown
15 in Fig.23B which is an enlarged, sectional view of the base sheet 139 taken along the line K-K of Fig.23A. It is preferable that as long as 10 sheets of place marker are overlapped to form a set of place marker. Of course, more sheets of the place marker may be used for a set of place marker and these sets are attached to the base sheet according to the uses of the base
20 sheet, e.g. it is hung on the wall

As a further example, in Fig.24A, several sheets of the place marker are attached, one by one, next to one another to the base sheet 139, with some part of each place marker being overlapped, or shingled, to some part of the other place marker. These sheets of the place marker 49 are shown
25 in Fig.24B which is an enlarged, sectional view of the base sheet 139 taken along the line J-J of Fig.24A.

Consequently, as shown in the examples of Figs.15 through 24B it is all the same that several sheets (or sets) of the place marker are attached, one by one, next to one another to the base sheet though they are attached a
30 little differently.

And, above said sheets (or sets) place markers may also be attached to both faces of the base sheet to provide more place markers to the readers.

Still a further embodiment of the base sheet 139 is shown in Fig.19.

As aforementioned, the size of the base sheet may be the same as or a

little smaller than those of the classified standard sizes of books.

However, in actuality, the vertical and/or horizontal length of each book may not exactly be the same as but may be a little shorter or longer than those of the classified standard-sized books, and sometimes the size of the base sheet the user has may be larger than the book he/she reads. Thus, the present invention provides a convenient means for the readers to adjust the size of the base sheet to that of the book they read.

On the base sheet 139 in Fig.19, there are formed vertical and horizontal dividing lines in the form of a series of perforations 146A, 146B, 146C,... and 147A, 147B, 147C..., respectively. And, two adhesive strips 173 are formed along the left and right marginal edge 166 and 168 of the base sheet 139, respectively. Thus, the base sheet 139 may easily be divided into two, three or more parts by pulling the base sheet along the vertical and horizontal dividing lines 146A, 146B, 146C..., and 147A, 147B, 147C..., and then removed therefrom.

Figures 20A and 20B exemplarily illustrate the base sheet 139 in Fig.19 being split into several parts(P-1, P-2, and etc.) along the dividing lines. Thus, when the reader has a small book, he/she can insert the parts P-1(or P-2, P-3, or all) of them in his/her book. Namely, regardless of the size of the base sheet, the vertical and/or horizontal dividing line(s) thereof enable the reader to adjust the size of the base sheet to that of the book he/she reads.

And said dividing line may also do the role of a crease line. If the size of the base sheet is quite larger than that of a book, the user can fold down the base sheet along the dividing line, and can securely insert it into a book. And consequently, the dividing line may also be used to make at least a portion of the base sheet having unused(remaining) place markers thereon removable from the base sheet itself, whereby to provide the portion of said base sheet to another volume of a printed material.

A dividing line is formed of a series of small perforations as shown in Fig.19. However, it may be comprised of a series of slits or may be formed by means of any other known weakening means such as mechanical pressing, heat pressing, laser treatments, and etc. The dividing line may optionally be straight or curved.

The base sheet may optionally include a legend 150 as shown in Fig.15, which teaches the user the usages of the base sheet and place markers.

And some graphics, marks, puzzles, cartoons or the like may be printed on the base sheet and the place markers may be, being overlapped, attached 5 thereon, whereby as the more the user removes the place markers 49 from the base sheet, the more of the covered indicia will appear, he/she will gradually become more interested in the indicia and expedite his/her reading in order to use more place markers and to see the whole indicia thereof.

Further, the place markers may also be attached to the base sheet 10 assuming the shape of said graphics, marks, puzzles, cartoons or the like.

These features may not only stimulate sufficient interest but also enhance the efficiency of reading among the readers.

In a further embodiment, the base sheet 139 carries adhesive means for removably reattaching the base sheet 139 to any one of the individual pages 15 of a book and for preventing said base sheet to be slipped out thereof. In Fig.16, a portion of releasable adhesive designated as 173 is positioned along and near the marginal edge of the rear face 171 of the base sheet 139. The adhesive is applied in the form of an adhesive strip 173. However, it may be applied in the form of area(s) or dot(s) known in the art. Thus, the 20 term "portion of adhesive of the base sheet" wholly denotes the area(s), strip(s), or dot(s) of adhesive applied to the base sheet.

The adhesive 173 applied to the base sheet 139 has the same properties as that applied to the place marker 49. In Fig.16, the adhesive is applied to the rear face 171, between the dotted line 175 and the marginal edge 166, 25 of the base sheet 139 forming an adhesive strip 173. However, the adhesive 173 may be applied to any part of the fore and/or rear face of the base sheet as shown in Figs.16, 17A and etc.

Further, the base sheet 139 may also carry an adhesive covering means to protect the adhesive 173. Figure 16 illustrates a paper strip as said 30 adhesive covering means 174 being removably secured and covering the adhesive 173. And, when a packaging means such as paper or synthetic film i.e., transparent cellophane film or polypropylene film wraps the base sheet for the market, the packaging means may do the role of the adhesive covering means to protect the adhesive 173 such that the paper strip 174 may

not be used as the manufacturer so desires.

Figure 17A is a reduced view of the base sheet 139 being wrapped up by a packaging means 174 such as transparent polypropylene film which covers the whole base sheet and at the same time protects the adhesive 173, such
5 that said paper strip is not additionally required to cover the adhesive.

And, several sheets of the place markers may be, in alignment with each other, attached to and protect the adhesive of the base sheet.

And, the base sheet itself may be used as the adhesive covering means. In Fig.17B, two sheets of the base sheet 139 are stuck together, face to
10 face, with each other such that each sheet covers and protects the adhesive 173 on the other's face. And, in case of a single sheet of base sheet 139, the base sheet itself may be folded inwards along the crease line as shown in Fig.17C, and thereby one marginal edge part of the base sheet 139 can cover and protect the adhesive 173 on the other marginal edge part thereof.

15 Consequently, as the base sheet itself can cover and protect not only the adhesive 173 but also the place markers 49 attached thereto, there can be no need to provide any packaging means and thereby it can be provided to the readers quite at a lower price.

In these cases, the part of the base sheet encountering the adhesive
20 applied to the other face has no place markers attached thereto(for example, the part along the marginal edge 168 in Fig.17B or the part along the marginal edge 164 in Fig.17C).

Accordingly, in the light of price, convenience, and conservation of the resources, as the maker can reduce the production cost and manufacturing
25 procedures and the consumers also can purchase it at a lower price and can directly attach it to a book without any efforts to remove the paper strip, it will be more profitable to let the packaging means or the base sheet 139 itself cover and protect the adhesive instead of the paper strip. In this specification, when a base sheet is separately formed, the term "adhesive
30 covering means" wholly denotes any one of the paper strip, the packaging means, or the base sheet itself.

In actual use (referring to the Figs.16 through 18), the user can let the adhesive covering means 174 be removed from the base sheet 139 in order to expose the adhesive and attaches the base sheet to the desired page. For

example, Figure 18 illustrates the base sheet 139 attached to the fore face of the flyleaf of a book 99.

And the adhesive 173 of the base sheet may also be used to attach the base sheet to the wall, book shelf, or desk as the user so desires or uses.

5 The base sheet means and a plurality of sheets of place marking means attached thereto of the present invention hithertofofe explained may also be provided in combination with a certain goods to promote the sales of said goods. In this case, the base sheet means having a plurality of sheets of place marker does the role of a packaging sheet wrapping said goods.

10 FOURTH, THE DETAILED DESCRIPTION OF A PAGE IN A BOUND VOLUME OF A PRINTED MATERIAL AND A PLURALITY OF SHEETS OF PLACE MARKING MEANS ATTACHED THERETO IS AS FOLLOWS.

A further embodiment of the present invention relates to a page of a book which has a plurality of place marking means of the present invention.

15 The present embodiment provides a plurality of place markers directly to a page of a book for the readers to mark, on the spot, the place of the desired information in a book at the time when he/she reads the book and thereby to save time, efforts and expenses to separately purchase and carry some means to mark the desired places in a book.

20 Thus, in this embodiment a page of a book, an endpaper or a flyleaf is used as a conveying sheet which carries and transmits the place markers to the users.

Generally, a book has front and back covers, end papers(or flyleaves) and a plurality of sheets, and each of all these sheets has both faces.

25 In this embodiment, the term "a page" representatively denotes any one of the interior surface of front or back cover, any one face of the flyleaf, or any one of a plurality of pages comprising a book, which has a plurality of the place markers 49 which are initially provided by the publisher when the book is published.

30 For example, when the place markers 49 are attached to the interior surface of front cover, for convenience, the term a "page" is used to denote the interior surface of the front cover in this description.

And, the sheet stock material of a page may be the same as or

different from that of the remaining pages in a book, and it may also be initially bound together when the book is published or separately made and attached to the book.

And, the term "bound volume of printed material" denotes all kinds of
5 hard or soft bound books including signatures.

And normally, some of the pages are left to be blank spaces, which is, in some respects, the waste of resources.

Thus, if the place markers are provided together with a book, it will be very convenient for the readers, prevent the waste of resources, save the
10 production procedure, time, efforts, and cost, and eventually be provided to the readers quite at a lower price.

Thus, the present invention further provides a book any one page of which is provided with a plurality of place markers of the invention.

A conventional book 99 is illustrated in Fig.25A and includes a page
15 110 corresponding to the one in conventional book, but with the sole difference that the page 110 has a plurality of place marking means 49 of the present invention attached thereto.

The place markers 49 are attached, by means of the adhesive 73 applied to the place marker 49 itself, next to one another, on the surface of the
20 page 110.

The page 110 for receiving the place markers 49 has the same format as other pages comprising the book 99 and is generally made of paper. However, a sheet or film of any other known material such as cloth, synthetic resins or mixtures thereof, opaque or transparent, may be specially prepared and
25 bound in a book 99 as the page 110. For example, the synthetic resins may be polyolefin resins, vinyl resins, cellulose, polyesters, and etc.

In use, the user merely removes each place marker 49 from the page 110 and reattaches it to the desired place therein.

And, the characteristic features described in the previous embodiments
30 of the base sheet means 139 and the place markers 49 attached thereto may optionally be formed and/or indicated on the page 110.

The kinds, shapes, and sizes of the place markers 49 attached to the page 110 may vary in the same manner as those of the place markers attached to the above described base sheet 139. And, the manners and/or methods of

attaching the place markers to the page 110 may also be the same as those of the place markers 49 to the base sheet 139.

For example, in Fig.25A a plurality of the place markers 49 separately formed are attached, one by one, next to one another and a little apart from each other to the page 110. And, they may also be attached next to one another, and closely together(side by side), to the page 110 in the same manner as shown in Fig.21 and described in connection therewith.

And, more than one sheet of the place marker 49 may be consecutively attached, forming a set of place markers, or with some part of each place marker being overlapped to some part of the other place marker, to the page 110, in the same manner as those shown in Figs.23A through 24B and described in connection therewith.

And a whole large sheet such as shown in Fig.22A may be formed to have the same format as that of a page 110 and can directly be attached thereto.

As a further example, several sheets of the whole large sheet 149 of the place marker, such as shown in Fig.22A, overlapped to each other may be attached to a sheet to be used a page 110 and severed through die-cutting operation along the vertical and/or horizontal detaching lines 46A, 46B, 46C,... and 47A, 47B, 47C,... such that several sets of the place markers 49 may be formed on the page 110.

And, each set of the place markers 49 may preferably comprised of 2-5 sheets of the place marker 49 in order not to seriously affect the whole thickness of a book.

Consequently, it is all the same that several sheets(or sets) of the place marker are attached, one by one, next to one another to the page 110 though they are attached a little differently.

Generally, the size of the page 110 is the same as that of other pages which comprise the book thereof. However, it may be as small as the size of a card-type insert sheet.

And, on the page 110, there may optionally be formed the horizontal and vertical weakening lines 146A, 146B, 146C... and 147A, 147B,147C... such as shown in Fig.19 and described in connection therewith, for making at least a portion of the page 100 which has remaining place markers thereon removable from the page itself and to provide the removed portion to another

volume of a printed material.

Further, on the surface of a page 110 or the opposite surface thereof, there may also optionally be applied a portion of adhesive such as shown in Fig.16, designated as 173, and described in connection therewith, for making
5 at least a portion of the page 100 which has remaining place markers thereon removable from the page itself and to reattach the removed piece to another volume of a printed material.

The adhesive 173 is applied in the form of an adhesive strip. However it may be applied in the form of area(s) or dot(s) known in the art. Thus,
10 the term "portion of adhesive of the page 110" wholly denotes the area(s), strip(s), or dot(s) of adhesive applied to the page 110.

The adhesive 173 applied to the page 110 has the same properties as that applied to the place marker 49.

And, at least one of the vertical weakening lines 146A, 146B, 146C....,
15 extends adjacent and generally parallel to the binding of a book to which said page is bound and the portion of adhesive 173 is also applied adjacent and generally parallel to the binding of said book. In this case, said vertical weakening line is positioned more nearly to the binding of a book than the portion of adhesive 173.

20 Further, the page 110 may carry adhesive covering means to protect the adhesive 173, if applied. Said adhesive covering means may be above said paper strip, and another page which is juxtaposed with the page 110 may also be used as said adhesive covering means.

And, some part of the page 110 may be folded down along above said
25 weakening line and can cover and protect the adhesive. In this case, the weakening line also does the role of a crease line.

Thus, when any one page 110 of a book having the place markers 49 is provided with adhesive 173, the term "adhesive covering means" wholly denotes any one of the paper strip, some part of the page 110 itself, or the
30 page which is juxtapositioned with the page 110.

As further embodiments, a plurality of place markers 49 of the present invention are attached to an endpaper and a flyleaf, respectively, which are separately prepared and delivered to the bindery.

Figure 25B and 25C illustrate an endpaper 115 and a flyleaf 117 having a plurality of the place markers 49 of the present invention, respectively.

When a single sheet of an endpaper 115 is folded in the middle, it has two sheets which have four pages, i.e. the top page 111, the opposite inside
5 page 112, the juxtapositioned page 113 on the back side, and the rear page 114 as shown in Fig.25B. In a book, the whole surface of the top page 111 is so secured to the inside face of a cover and some part of the rear page 114 is secured to the first(or last) section of a book that the endpaper 115 may connect the cover and the first(or last) section of a book. Thus, the pages
10 112, 113 and some part of the page 114 are left in blank spaces in a book.

Accordingly, the place markers 49 are attached to the page 112, 113 and/or 114 having blank spaces. In Fig.25B, the place markers 49 are attached to the page 113 of the endpaper 115.

Likewise, for those books such as paperback books which have flyleaves
15 which are bonded to the spine, the present invention provides a flyleaf having a plurality of place markers 49 attached thereto.

Figure 25C illustrates a flyleaf 117 and a plurality of place markers 49 are attached on the fore face thereof.

And, the characteristic features described in the previous embodiments
20 of the base sheet means 139 and the page 110 in a book having the place markers 49, respectively, may optionally be formed and/or indicated on the endpaper 115 and a flyleaf 117.

In conclusion, as the place markers are provided together with a book, it does not take much space on the desk nor clutters thereon. The user can
25 conveniently carry and use it, and can spare time, effort and money to purchase place markers separately.

And, as there is no need to provide any means for the place markers, a book having the place markers of the present invention can prevent the waste of resources, save time, efforts and procedures required in manufacturing
30 them, reduce the production cost, and eventually be provided to the consumers quite at a lower price.

FIFTH AND SIXTH, THE DETAILED DESCRIPTION OF A ROLL AND A STACK OF PLACE MARKING MEANS OF THE PRESENT INVENTION IS AS FOLLOWS.

For easy manufacturing and for providing more place markers to the users at a low and reasonable price, the place markers shown in Figs. 1 5 through 14C and described in connection therewith may be provided in the form of a strip of place marking means which can be wound and form a roll of place marking means or be folded and form a stack of place marking means.

In Figs. 26A and 26B, each place marker 49 is connected to the next by means of a severing border means 483 forming a narrow and long strip 439 of 10 the place marking means of the present invention.

In other words, a plurality of place marking means are repeatedly and consecutively indicated or formed on a narrow and long strip of sheet stock material, whereby providing each sheet of place marking means to the users.

As shown in Figs. 26A through 27B, a plurality of severing border means 15 483 are repeatedly and consecutively formed on, at regular spaces, at a right angle to the longitudinal length of the strip of sheet stock material.

Thus, the strip of place marking means is used as a conveying sheet which carries and transmits the place markers to the users.

When the strip of place marking means is wound or folded and provided 20 in the form of a roll or stack of place marking means, the adhesive applied to each place marker contacts and is protected by the strip of place marking means. Namely, each sheet of the place marker or the adhesive applied to each place marker is provided in combination with the sheet stock material of the strip of place marking means.

25 In Figs. 26A and 26B, the severing border means 483 is formed of a series of perforations and slits, respectively. And, it may be formed by any other known weakening methods, e.g. mechanical pressing, heat pressing, laser treatment, and the like.

And, a portion of adhesive 73 is repeatedly applied along or near the 30 severing border means, on any one face of or alternately on both faces of said strip as shown in Figs. 26A through 27B. the dotted lines 74 and 75 denote the rear and fore marginal edge of the adhesive 73, respectively.

And, the rear marginal edges 74 of the adhesive 73 are so positioned along or near the severing border means 483 that when desiring to sever each

sheet of the place marker 49, the user can grasp the upper part of each place marker 49 which does not have any adhesive properties, and thus he/she can easily pull it to the direction of dispensation(the arrow P) from the strip of place marker 439 without touching the adhesive.

5 As described earlier, both faces of the place markers 49 may be formed to enable the user to write some instructions. Thus, the surfaces of both faces 451 and 471 of the strip of place marker 439 except the areas where the adhesive are applied may also optionally be formed to enable the user to write some instructions directly on them in the same manner as described
10 earlier in connection with the place marker.

In Figs. 27A and 27B, a narrow and long strip 439 of the place marking means of the present invention is wound and folded to form a roll and a stack of place marking means of the present invention.

SEVENTH, THE DETAILED DESCRIPTION OF A COVERING SHEET OF A PAPER BLOCK
15 AND A PLURALITY OF PLACE MARKING MEANS ATTACHED THERETO IS AS FOLLOWS.

A further embodiment of the present invention relates to a paper block or pad any one sheet of which has a plurality of place marking means of the present invention.

There have been several types of block, stack, or pad of paper sheets,
20 each of which commonly includes a plurality of individual sheets removably attached along a marginal edge thereof by means of a folder, connecting strip, spiral, or adhesive bands. In the present specification, the term "paper block" is used to representatively denote all these types of paper blocks, stacks, or pads.

25 Normally, these paper blocks have front and/or back covers to cover or protect the paper blocks. And especially, the note pads each sheet of which has adhesive band normally has a back cover to protect the adhesive thereon. Any way, these covers are discarded when all of the individual paper sheets are consumed. In some respect, it is the waste of resources to let the
30 covers only protect the paper block and be discarded.

A paper block is almost always placed on the desk, and readers usually read books at their desk. Thus, if the place markers are provided together with a paper block, it will be very convenient for the readers, prevent the

waste of resources, save the production procedure, time and effort, reduce the production cost, and eventually be provided to the users quite at a low price.

Thus, the present invention further provides a paper block any one
5 sheet of which is provided with a plurality of place marking means of the present invention.

In this embodiment a covering sheet of or a sheet of a paper block or note pads is used as a conveying sheet which carries and transmits the place markers to the users.

10 The ready paper block 199 is illustrated in Fig.28 and includes a cover 239 corresponding to the one in conventional block or pad of note sheets, but with the sole difference that the cover 239 has a plurality of place marking means 49 of the present invention attached thereto.

In this specification, the term "covering sheet " is used to denote,
15 in a paper block, any one of the front cover, back cover, or a paper sheet which carries a plurality of the place marker 49 of the present invention thereon.

In Fig.28, a paper block comprised of a plurality of paper sheets 299 and a back cover is designated as 199 and is shown in upside down position,
20 and the backcover is used as a covering sheet 239. And, several sheets of the place marker 49 are attached, by means of the adhesive 73 applied to the place marker 49 itself, next to one another, on the rear face 271 of the covering sheet 239.

The covering sheet 239 for the paper block 199 has the same format as
25 other several paper sheets comprising the paper block 199 and is generally made of paper. However, as a cover can be made of any other material than the paper, a sheet or film of any other known material such as cloth, synthetic resins or mixtures thereof, opaque or transparent, may be used as the covering sheet 239. For example, the synthetic resins may be polyolefin
30 resins, vinyl resins, cellulose, polyesters, and etc.

In use, the user merely removes each place marker 49 from the covering sheet 239 and reattaches it to the desired place in a printed material.

For the users who do not want the place markers to be touched by other things, the place markers 49 attached on the rear face 271 of the covering

sheet 239 as shown in Fig.28 may be attached on the fore face 251 of the covering sheet 239 as shown in Fig.29A. Further, the place markers 49 may also be attached to both faces of the covering sheet 239 to provide more place markers to the users.

- 5 And, the characteristic features described in the previous embodiments of the base sheet 139 which provides the place markers 49 to the readers may optionally be formed and/or indicated on the covering sheet 239 for the paper block 199 doing substantially the same role as that of the base sheet.

The kinds, shapes, and sizes of the place markers 49 attached to a
10 covering sheet 239 may vary in the same manner as those of the place markers 49 attached to the above described base sheet 139. And, the manners and/or methods of attaching the place markers 49 to the covering sheet 239 may also be the same as those of the place markers 49 to the base sheet 139.

For examples, in Figs.28 and 29A, a plurality of the place markers 49
15 separately formed are attached, one by one, next to one another and a little apart from each other to the covering sheet 239. And, they may also be attached next to one another, and closely together(side by side), to the covering sheet 239 in the same manner as shown in Fig.21 and described in connection therewith.

20 And, more than one sheet of the place marker 49 may be consecutively attached, forming a set of place markers, or with some part of each place marker being overlapped to some part of the other place marker or shingled, to the covering sheet 239, in the similar manner as those shown in Figs.23A through 24B and described in connection therewith.

25 And, the whole large sheet 149 in Fig.22A may be formed to have the same format as that of a covering sheet 239 of the paper block 199 and can directly be attached to the covering sheet 239.

As a further example, several sheets of whole large sheet 149 of the place marker such as shown in Fig.22A, may be overlapped to each other and
30 attached to a covering sheet 239, and then severed by die-cutting along the vertical and/or horizontal detaching lines 46A, 46B, 46C,...., and 47A, 47B, 47C,...to provide a plurality of place markers 49.

In Fig.29B, a few sheets of whole large sheet 149 of the place marker are overlapped to each other to be attached to the covering sheet 239. And when

they are severed by die-cutting along the vertical detaching lines 46A and 46B, the paper block 199 and the whole large sheets 149 of place marker attached thereto assumes the paper block 199 having a plurality of place markers 49 similar to that shown in Fig.29C. In other words, a paper block
5 having a plurality of place markers may be provided by die-cutting some sheets which are a part of and comprise the paper block along the vertical and/or horizontal detaching line(s).

Consequently, it is all the same that several sheets(or sets) of the place marker are attached, one by one, next to one another to the covering
10 sheet 239 though they are attached a little differently.

Generally, the size of each sheet in a paper block is, in most cases, not larger than half the size of a standard A4 sheet, and that of the smallest paper block in the current markets is 38.1mm x 50.8mm. Thus, the size of covering sheet 239 for a paper block may preferably be not larger
15 than half the size of a A4 sheet nor smaller than 38.1mm x 50.8mm.

A crease line may optionally be formed near any one marginal edge of the covering sheet in order to let the covering sheet be easily turned out whereby the user can easily grasp the place marker. In Fig.29A, a crease line 246 is formed near the marginal edge 262 of the covering sheet 239.

20 The crease line 275 may be formed of a series of small perforations, a series of slits, or may be formed by means of any other known weakening means such as mechanical pressing, heat pressing, laser treatments, and etc.

In a further embodiment, the covering sheet 239 may optionally carry adhesive means for removably reattaching the covering sheet 239 to the
25 juxtapositioned sheet in a paper block. In Fig.28, a portion of adhesive designated as 273 is positioned along the marginal edge of the covering sheet 239.

If a crease line is formed, the adhesive 273 is positioned between the marginal edge of the covering sheet 239 and the crease line.

30 The adhesive 273 is applied in the form of an adhesive strip. However it may be applied in the form of area(s) or dot(s) known in the art. Thus, the term "portion of adhesive of the covering sheet" wholly denotes the area(s), strip(s), or dot(s) of adhesive applied to the covering sheet.

The adhesive applied to the covering sheet 239 has the same properties

as that applied to the place marker 49.

The adhesive 273 of the covering sheet 239 can be protected by the juxtapositioned sheet in a paper block 199. And a packaging means may also protect the adhesive 273 of the covering sheet in the same way as that which
5 protects the adhesive 173 of the base sheet means 139. Thus, it does not matter much whether the adhesive 273 is applied on the fore face 251 of the covering sheet 239 or on the rear face 271 thereof.

As aforementioned, any one sheet of a paper block may directly be used
10 as the covering sheet 239 of the present invention instead of additionally providing a cover corresponding to the one in conventional paper block.

In Figs.29B and 29C, as the place markers 49 are directly attached on the sheet 299 of a paper block 199, the paper sheet 299 does the role of the covering sheet 239. In Fig.29C, the place markers 49 are attached to the
15 sheet 299 of a paper block 199 being turned over compared to those in Fig.29B and showing the fore faces 51 of the place markers 49.

Thus, as the place markers can cover and protect the adhesive 237 of the sheet 299 in the paper block, and there is no need to provide additional cover to carry the place markers 49 such that a plurality of place markers
20 and a paper block can be provided quite at a lower price.

Consequently, as the place markers are provided together with a paper block, the users can conveniently use it, buy quite at a low price, and do not need to purchase two goods separately.

And, as a paper block and place markers are combined together, it does
25 not take much space on the desk nor clutters thereon.

Further, as the covering sheet provides place markers and at the same time covers and/or protects the paper block together, there is no need to provide cover for a paper block and/or carrying means for the place markers. Accordingly, a paper block having the place markers of the present invention
30 can prevent the waste of resources, save the time, efforts and procedures in manufacturing them, reduce the production cost, and eventually be provided to the consumers quite at a lower price.

EIGHTH, THE DETAILED DESCRIPTION OF AN ADVERTISING COLUMN AND/OR SHEET HAVING A PLURALITY OF PLACE MARKING MEANS ATTACHED THERETO IS AS FOLLOWS.

Still a further embodiment of the present invention relates to an advertising column and/or sheet(or leaflet) having a plurality of place
5 marking means of the present invention attached thereto, which is provided separately, inserted or formed in printed material such as books, magazines, newspapers, or advertising signatures.

In this embodiment, the sheet of an advertising column and an advertising sheet are used as a conveying means which carries and transmits
10 the place markers to the users.

Generally, there have always been advertising columns in publications such as magazines, newspapers, journals, periodicals and the like. And, the "printed indicia of advertising information" in said column is related with the information for products, services or particular subject matters such as
15 changing of rules, changing of stock markets, public announcements, travel information, weather information, a recipe, reminder, note, list, memorandum or other notices, and of these the most common is the advertising columns for commercial products or services.

In the present specification, for convenience, the term "advertising
20 column" is representatively used to wholly denote "the columns carrying the printed indicia of advertising information for products, services or particular subject matters" of these conventional advertisements.

Each of these advertising column and/or sheet of the present invention is, in nature, the same as aforementioned base sheet means 139 in that it
25 provides a plurality of place marking means 49 attached thereto to the consumers. However, it further carries advertisements as to a certain information for the readers and advertisers.

The object of an advertisement for a certain information is to meet the needs of attraction, interest and response in the general public. And,
30 especially for a commercial product, the best and quickest way to let the consumers be interested in and eventually purchase said product is to make them to, repeatedly and of itself, come in contact with the advertisement for the product. In this regards, the advertising column and/or sheet of the present invention can maximize the effectiveness of an advertisement for

a certain information than any other conventional advertising methods, which is the most desirable advantage for the advertisers.

Currently, there have been so many advertising columns, brochures, return cards, leaflets or the like having advertisements that the general public has almost come to ignore these kinds of advertising, and it rarely happens that the readers or recipients keep the advertising column and/or sheet and read, intentionally or unintentionally, it again repeatedly.

The differences between the advertising column and/or sheet having the place markers of the present invention and the conventional advertising means or methods are as follows;

The most common examples of advertising for information are seen in the advertising columns carried in newspapers, magazines and the like. But, these conventional advertising columns are transient and have no means at all to let the readers keep and refer to them again repeatedly.

And, a certain advertising column includes a promotional coupon or the like printed at some portion of the advertising column itself, in which case as it must be cut out from the sheet on which it is printed and mailed in an envelope additionally provided by the consumer and at the consumer's expense. In actuality, this technique has usually been impractical because of the inconveniences and expenses required of the consumer to prepare an envelope and mail it. Of course, it is also transient and fails to let the consumers refer to it again repeatedly.

It has also been well known to provide publications with removable advertising insert sheets which have the proper size, stiffness and weight for mailing and can be individually removed along the perforated line(s) or the like and mailed, for example, for redeeming articles of merchandise. But, they are also transient and inevitably require additional efforts and expenses of the consumers. And once they are detached from the publication and/or delivered, in most cases, the consumer has rare chances to see them again. Namely, in the light of the effectiveness of advertisement, they have the same drawbacks as those of conventional advertising means.

And, various samples of paper product and/or return cards glued to an advertising sheet have been provided to a magazine or the like, some of which have back sheets and/or removably or permanently adhered onto the

advertising piece. They also are transient and unable to make the consumers to refer to them again repeatedly not to speak of the additional efforts and expenses required of the consumers.

A further form of advertising is the furnishing of product samples to the customers as an incentive gift, which has long had wide acceptance. This form of advertising is preferred over other forms since there is a much greater possibility that the potential customers will actually try the product, but it has heretofore been proved to be impractical.

The very advantages of the advertising column and/or sheet of the present invention over this conventional form of advertising having samples of a product are as follows;

First of all, the object of providing the sample of a product is to induce a consumer to try the advertised product, and thereby eventually to let them purchase the product. Of course, the sample of a product may be considered as an advertising means for the very product itself. The sample, however, is, in all respects, not provided as a means to advertise another product.

On the other hand, the place markers attached to the advertising column and/or sheet of the present invention are not samples but components of a new advertising means and methods. Namely, they are aiming at advertising not the place markers themselves but the information in the advertisement.

Namely, the place markers do the role of an efficient means to make a consumer to come in contact with the advertised information repeatedly on the advertising column and/or sheet and thereby directly make the effectiveness of the advertisement to be maximized.

In short, through the combination of the place markers together with an advertisement for a certain information, the advertising column and/or sheet of the invention provides quite a new advertising means and method.

Accordingly, the advertising column and/or insert sheet of the present invention differs from all these conventional advertising means and/or methods in that it first provides a plurality of place markers, and second, can maximize the effects of the advertising, which is the last and ultimate object of all the advertisements. Whenever a consumer uses each place marker provided together with the advertising information on the advertising

column and/or sheet of the present invention, he/she will repeatedly see, whether intentionally or not, the advertisements thereon. The very intentional or unintentional repeated contacts with the advertisements synergistically maximize the effect of the advertisements, and what is more, this goal can be achieved with no additional cost at all.

In Fig.30, a printed material such as a newspaper, an advertising signature, or a magazine, is designated as 399. A sheet 349 in said publication 399 carries an area of advertising column 339 of the present invention. The advertising column 339 is provided with advertising information 305 printed thereon and place markers 49 of the present invention attached thereto.

Figure 31A illustrates a separate advertising sheet 349 and Figure 31B shows a separate advertising sheet 349 attached to a publication 399 such as a magazine.

The structure or format of the advertising column 339 is the same as those of the typical advertising columns in average publications such as newspapers, magazines or the like. And, several sheets of the place marker 49 are attached, by means of the adhesive 73 applied to the place marker 49 itself, next to one another, on the surface of the advertising column 339.

In Fig.30, the whole page 349 is filled with advertisements, on the upper part of which an advertisement 306 is printed and on the lower part thereof an advertising column 339 is provided.

The place markers are attached on the left portion of the advertising column 339 where there is no advertisements, and another advertisement 305 is printed on the right portion thereof. The indicia of the advertisement 305 may be the same as or different from those of the advertisement 306.

Further, the advertisement 305 may be printed on the whole area of the advertising column 339 and the place markers 49 may be overlapped some of the printed indicia of the advertisement 305.

This feature may serve as a method to stimulate sufficient interest to influence a desired response among the public. If some graphics, puzzles, cartoons or the like are printed on the advertising column 339 as the

indicia of the advertisement 305 and the place markers 49 are, being overlapped, attached thereon, the more the user removes the place markers 49 from the advertising column 339, the more of the covered indicia will appear and he/she will gradually become more interested in the indicia and expedite his/her reading in order to use more place markers and to see the whole indicia thereof, which may not only enhance the efficiency of reading but also the effect of the advertisement.

In Fig.30, the advertising column 339 is formed in some portion(area) of any one face of the sheet 349. However, it may be formed on the whole portion(area) of any one face of the sheet 349, or it may also be formed on both faces thereof. And, more than one advertising columns 339 may be formed on any one face of the sheet 349 as shown in Fig.31A for the users to divide them and use in several books.

Further, the advertisement 305 may be printed on any one face of the advertising column 339 or sheet 349 and the place markers 49 may be attached on the opposite face thereof.

Thus, the term "advertising column and/or sheet" of the present invention wholly denotes an area of a sheet in a publication or a separate sheet which has a plurality of place marking means of the present invention attached thereto and an advertisement as to a certain information printed thereon.

As the advertising column 339 is formed on a portion of a page of a printed material which is generally made of paper. But, as an advertising sheet can be made of other materials than the paper, a sheet or film of any other known material such as cloth, synthetic resins or mixtures thereof, opaque or transparent, may be used as the advertising sheet 349 of the present invention. For example, the synthetic resins may be polyolefin resins, vinyl resins, cellulose, polyesters, and etc.

In use, the user removes each place marker 49 from the advertising column 339 and reattaches it to the desired places in a publication. When the user desires to use the place markers 49 in another publication, he/she merely cuts out the advertising column from the sheet 349 with scissors or the like and inserts the cut out piece in other publications.

And, the characteristic features described in the previous embodiments of the base sheet 139 which provides the place markers 49 to the readers may optionally be formed and/or indicated on the advertising column and/or sheet doing substantially the same role as that of the base sheet 139.

5 The place markers 49 attached to the advertising column 339 are the same as those shown in Figs.1 through 14C and described in connection therewith.

And the kinds, shapes and sizes of the place markers 49 attached to an advertising column 339 may vary in the same manner as those of the place
10 markers 49 attached to the above described base sheet 139.

Further, when the place markers 49 attached to an advertising column are the ones which have aforesaid indicia means and/or place distinguishing means, the trade mark of the advertiser or etc., may be formed on the place marker as the indicia means and/or place distinguishing means thereof, which
15 synergistically maximize the effect of the advertising together with the advertisement on the advertising column and/or sheet.

And, the manners and/or methods how to attach the place markers 49 to the advertising column and/or sheet 339 may also be the same as those of the place markers 49 to the base sheet 139.

20 For examples, in Figs.30 through 31B, a plurality of the place markers 49 separately formed are attached, one by one, next to one another and a little apart from each other to the advertising column 339. And, they may also be attached next to one another, and closely together(side by side), to the advertising column 339 in the same manner as shown in Figs.21 through
25 22B and described in connection therewith.

For example, a whole large sheet 149 having adhesive strips 73 applied thereto may be attached to the advertising column 339 and vertical and horizontal detaching lines 46A, 46B, 46C,... and 47A, 47B, 47C,... such as shown in Fig.22A may be formed by die-cutting operation such that the
30 advertising column 339 and the place markers 49 attached thereto assumes the base sheet 139 having the place markers 49 in Fig.21, and the manufacturing procedures of which are the same as those of the base sheet 139 and the place markers 49 attached thereto such as illustrated in Figs.21 through 22B and described in connection therewith.

The detaching lines 46A, 46B, 46C,... and 47A, 47B, 47C,... for the advertising column 339 and the place markers 49 attached thereto may also be comprised of or formed of a series of small perforations, a series of slits (such as shown in Fig.22A), or any other known weakening means such as
5 die-cutting, mechanical pressing, heat pressing, laser treatments, and etc.

And, more than one sheet of the place marker 49 may be consecutively attached, forming a set of place markers, or with some part of each place marker being overlapped to some part of the other place marker, to the advertising column 339 as long as the thickness of the advertising column
10 and the place markers attached thereto does not affect the whole thickness of a host (printed material), in the similar manner as those shown in Figs.23A through 24B and described in connection therewith.

Consequently, it is all the same that several sheets(or sets) of the place marker are attached, one by one, next to one another to the
15 advertising column 339 though they are attached a little differently.

As several advertising columns may be formed on the page(s) of the printed material, the size of advertising column does not matter much. However, it is desirable that the size of each advertising column 339 is not larger than that of a standard A4 sized sheet.

20 In order to facilitate the removal of an advertising column 339 from the advertising sheet of a publication in which the advertising column 339 is included, vertical and/or horizontal dividing line(s) may optionally be formed on said advertising sheet in a publication.

In Fig.31A, a vertical dividing line 46A and a horizontal dividing
25 line 47A are so formed that the advertising column 339 can easily be removed out from the advertising sheet 349 in a publication.

And, it has also been known to provide various publications with insert sheets bearing informations which can be individually removed and used for various purposes.

30 The vertical and/or horizontal dividing line(s) may be formed of a series of small perforations, a series of slits, or may be formed by means

of any other known weakening means such as mechanical pressing, heat pressing, laser treatments, and etc.

As a further embodiment, the advertising sheet carrying above said advertising column 339 may be provided as a separate advertising insert sheet 349 such as shown in Fig.31A. The separate advertising insert sheet 349 is the same as the advertising sheet 349 shown in Figs.27 and etc., and described in connection therewith, with the sole difference that it is not fixedly connected to the body of a printed material but formed separately, and thereby, can be provided to the users in the form of an independant advertising leaflet.

The separate advertising insert sheet 349 may have various dimensions but, it is preferable that the dimensions are not larger than that of a standard A4 sized sheet nor smaller than those of postal cards for mailing.

Also as a further embodiment, the advertising column and/or sheet may optionally carry adhesive means for removably reattaching the advertising column and/or sheet to the desired place in other publications.

In Fig.31B, a repositionable advertising insert sheet 349 is adhered onto a page of a publication 399. The advertising insert sheet 349 is comprised of a separate sheet of material and has an advertising column 339 which has a plurality of place markers attached thereto and advertisement 305 printed thereon. And, a portion of repositionable pressure sensitive adhesive 373 is coated on the advertising insert sheet 349.

Said adhesive 373 is coated on any one face of the advertising insert sheet 349, adjacent an edge thereof to adhere said advertising insert sheet 349 onto a page in a printed material 399 such as a magazine or a signature of an advertising insert for a magazine and the like.

In Figs.31A and 31B, a portion of adhesive designated as 373 is positioned along the marginal edge of the advertising sheet 349.

The numeral 375 denotes the border of the adhesive 373.

The adhesive 373 is applied in the form of an adhesive strip. However

it may be applied in the form of area(s) or dot(s) known in the art. Thus, the term "portion of adhesive of the advertising column and/or sheet" wholly denotes the area(s), strip(s), or dot(s) of adhesive applied thereto.

The adhesive 373 applied to the advertising insert sheet 349 has the
5 same properties as that applied to the place marker 49.

When a portion of the adhesive 373 is coated on the advertising column of a sheet which is fixedly connected to a publication 399, it can be protected by the juxtapositioned sheet in said publication. It may also be protected by providing a paper strip such as shown in Fig.16 and described
10 in connection therewith.

Further, it may also be protected by attaching the place markers 49 the portion of the adhesive 373. In use, the user detaches the advertising column 339 from the sheet and releases only the place markers attached on the adhesive 373 and repositions them on the other portion of the
15 advertising column, and then, reattaches the detached piece having the advertising column 339 to another publication by means of the revealed adhesive 373.

Thus, whenever a consumer uses each place marker provided together with the advertising information on the advertising column and/or sheet of
20 the present invention, he/she will repeatedly see, whether intentionally or not, the advertising information thereon.

Again, the very intentional or unintentional repeated contacts with the advertisements synergistically maximize the effect of the advertisements and, what is more, this goal can be achieved without any burden of
25 additional cost.

Further, above said advertising insert sheet 349 having a plurality of sheets of place marking means attached thereto of the present invention may also be provided in combination with a certain goods to promote the sales of said goods. In this case, the advertising insert sheet having a
30 plurality of sheets of place marker does the role of packaging sheet.

And, further characteristic features of the present invention lie in

the combination of the place marking means of the present invention with the conveying means in the form of the base sheet means, the page in a book, the endpaper, the flyleaf, the strip of place marking means, the covering sheet of or a sheet of a paper block or note pads, the sheet carrying the
5 advertising column, or the advertising sheet, which convey the place marking means to the users.

As aforementioned, the pressure sensitive adhesive having releasable and reattachable compositions are well known in the art and there have been abundant of substrates which use these kinds of adhesives.

10 Conventionally, the substrates having these kinds of adhesive applied thereto are provided to the users in the form of blocks or pads, or labels.

More specifically, there have not been any means, articles, or methods which provide some substrates being attached, next to one another, to a conveying sheet, whereby said conveying sheet having said substrates
15 attached thereto have so thin thickness as to be inserted in a book, or said substrates require no additional covering sheet, or said conveying sheet together with said substrates can maximize the effects of advertising.

On the other hand, the present invention provides adequate conveying means and substrates(the place markers) in combination with each other,
20 which can be inserted and carried together with a book, or save covering sheets, or maximize the effects of a certain advertisement.

Further, the present invention has the following advantages through the combination of the conveying means with the substrates(place markers).

In case of conventional labels, the adhesives applied to various
25 surfaces of labels are procteted by backing sheets having adhesive repellent surfaces. Namely, most of the sheet stock materials having adhesive applied thereto use backing sheets the surfaces of which are specially treated with silicone or the like, which inevitably raises the cost of the goods.

On the other hand, in case of the present invention, average sheet
30 stock material such as papers for books or polyethylen film may be directly used as the conveying sheet stock material instead of special backing sheets having adhesive repellent surfaces. Accordingly, the conveying sheet stock materials of the present invention may be average, ordinary papers or synthetic films which have not specially been treated to have adhesive

repellent surfaces. Of course, the conveying sheet stock materials may optionally have adhesive repellent surfaces if desired.

In using these ordinary sheet stock materials as the conveying sheet stock materials, what is seriously considered is not the damage to the surface of the sheet stock materials but the damage to the surface of the adhesive of the substrate(the place marker).

In order to let the surface of the adhesive of the place marker be clean and perfect when the place marker is removed from the conveying sheet, the surface of the conveying sheet should be so strong, tight, and dense as not to be taken off or damaged by the adhesive of the place marker, and that the minute particles of the surface of the conveying sheet may not be adhered to the surface of said adhesive.

In using the ordinary papers such as are used for books as the conveying sheet, I have found that the surface of the paper can be affected by the tackiness of the adhesive of the place marker and, in turn, the surface of the adhesive can be affected by the surface of the paper(the conveying sheet).

Papers for average books or synthetic films have, in most cases, been calendered, embossed, sized, and/or coated with pigments or minerals in order to have high quality in levelness, gloss and/or delamination resistance. And, there have been some standard of measurements as to the tensile strength of these sheets, and, there have also been some standards to measure the peel strength of the adhesive.

However, when a substrate having adhesive applied thereto is removed from a host, there have been no standard to measure the degree of the damage done to the taken off or grazed surface of the host(sheet stock material) and the damage done to the stained surface of the adhesive.

Further, in the light of the mutual relation between the surface of a host and the facing surface of an adhesive applied to a substrate, there has not been any standard to measure the affect or damage to each other. If the adhesive is high in tackiness, the surfaces of both a host and the facing surface of the adhesive of a substrate are altogether damaged, and if the surface of a host is weak and easily taken off, the surfaces of both of them are also altogether damaged regardless of the tackiness of the adhesive.

and vice versa.

Thus, "in combination of the conveying means with the place marker", the present invention employs the adhesive known in the art such as is disclosed in the U.S. Pat. No. 3,691,140 granted, Sept. 12, 1972, to Silver
5 or the U.S. Pat. No. 4,399,249 granted, Aug. 16, 1983, to Bildusas as the standard to choose a sheet stock material as the conveying sheet of the present invention.

Again, the average, ordinary sheet stock material used as the conveying sheet is the one the surfaces of which have enough strength and density such
10 that the adhesive applied to the place marker and the surface of the conveying sheet may not be affected or damaged by each other.

Namely, the conveying sheet is comprised of sheet stock material which is so formed, processed, manufactured, calendered, embossed, sized, and/or coated or blended with pigments, additives or minerals that the adhesive
15 which is disclosed in the prior arts (for example, the U.S. Pat. No. 3,691,140 or No. 4,399,249) and applied to the place marker may not be affected or damaged by the surface of the conveying sheet, and vice versa, when the place markers and the conveying sheet is provided to the user in combination with each other.

20 The adhesive disclosed in the U.S. Pat. No. 3,691,140 has the following compositions:

Feature (1); Infusible, non-polar organic liquid dispersible, non-polar organic liquid insoluble, inherently tacky, elastomeric copolymer microspheres consisting essentially of about 90 to about 99.5 percent by weight of
25 one or more oleophilic, water-emulsifiable alkyl acrylate esters, at least one of said esters being selected from the group consisting of iso-octyl acrylate, 4-methyl-2-pentyl acrylate, 2-methylbutyl acrylate and sec-butyl acrylate and about 10 to 0.5 percent by weight of one or more monomers selected from the group consisting of trimethylamine methacrylimide, trimethylamine p-vinyl benzimide, ammonium acrylate, sodium acrylate, N,N-dimethyl-N-(β -methacryloxyethyl) ammonium propionate betaine, 1,1-dimethyl-1-(2-hydroxypropyl) amine methacrylimide, 4,4,9-trimethyl-4-azonia-7-oxo-8-oxa-9-decene-1-sulphonate, 1,1-dimethyl-1-(2,3-dihydroxypropyl) amine methacrylimide, and maleic anhydride, said copolymer having been prepared by
30

aqueous suspension polymerization in the presence of an anion emulsifier at a level above said emulsifier's critical micelle concentration.

(2) The microspheres of feature 1 wherein the acrylate ester is iso-octyl acrylate and the ionic monomer is trimethylamine methacrylimide.

- 5 (3) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the ionic monomer is trimethylamine p-vinyl benzimide.

(4) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the ionic monomer is 1,1-dimethyl-1-(2,3-dihydroxypropyl) amine methacrylimide.

- 10 (5) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the ionic monomer is N,N-dimethyl-N-(β -methacryloxyethyl) ammonium propionate betaine

(6) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the ionic monomer is ammonium acrylate.

- 15 (7) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the ionic monomer is 4,4,9-trimethyl-4-oxonia-7-oxo-8-oxa-9-decene-1-sulphonate.

(8) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the ionic monomer is sodium acrylate.

- 20 (9) The microspheres of feature 1 wherein the acrylate monomer is iso-octyl acrylate and the other monomer is maleic anhydride

(10) The microspheres of feature 1 wherein the acrylate monomer is 4-methyl-2-pentyl acrylate and the ionic monomer is trimethylamine methacrylimide.

- 25 (11) The microspheres of feature 1 wherein the acrylate monomer is 2-methylbutyl acrylate and the other monomer is maleic anhydride

(12) The microspheres of feature 1 containing at least two of said alkyl acrylate ester monomers.

(13) The microspheres of feature 12 wherein the ionic monomer is trimethylamine methacrylimide and the acrylate monomers are iso-octyl acrylate and 4-methyl-2-pentyl acrylate.

(14) The microspheres of feature 12 wherein the ionic monomer is trimethylamine methacrylimide and the acrylate monomers are iso-octyl acrylate and tert-butyl acrylate.

(15) The microspheres of feature 12 wherein the ionic monomer is trimethylamine methacrylimide and the acrylate monomers are 4-methyl-2-pentyl acrylate and iso-bornyl acrylate.

10 Feature (16); Infusible, non-polar organic liquid dispersible, non-polar organic liquid insoluble, inherently tacky, elastomeric copolymer microspheres consisting essentially of about 98 to about 99.5 percent by weight of one or more oleophilic, water-emulsifiable alkyl acrylate esters, at least one of said esters being selected from the group consisting of iso-
15 octyl acrylate, 4-methyl-2-pentyl acrylate, 2-methylbutyl acrylate and sec-butyl acrylate and about 2 percent to about 0.5 percent by weight of one or more monomers selected from the group consisting of trimethylamine methacrylimide, trimethylamine p-vinyl benzimide, ammonium acrylate, sodium acrylate, N,N-dimethyl-N-(β -methacryloxyethyl) ammonium propionate betaine,
20 1,1-dimethyl-1-(2-hydroxypropyl) amine methacrylimide, 4,4,9-trimethyl-4-azonia-7-oxo-8-oxa-9-decene-1-sulphonate, 1,1-dimethyl-1-(2,3-dihydroxypropyl) amine methacrylimide, and maleic anhydride, said copolymer having been prepared by aqueous suspension polymerization in the presence of an anion emulsifier at a level above said emulsifier's critical micelle
25 concentration.

(17) The microspheres of feature 16 wherein at least one acrylate monomer is iso-octyl acrylate and the ionic monomer is ammonium acrylate.

(18) The microspheres of feature 16 wherein at least one acrylate monomer is iso-octyl acrylate and other monomer is maleic anhydride.

And, the adhesive disclosed in the U.S. Pat. No.4,399,249 has the following compositions:

feature (19) ; A resealable and releasable pressure sensitive adhesive composition comprising:

5 between about 20 and 60 weight percent based on the total weight of the composition of a block copolymer having non-elastomeric polymer blocks and at least one elastomeric polymer block, each said non-elastomeric block being a monoalkenyl arene polymer block, said elastomeric block being a hydrogenated conjugated diene polymer block;

10 between about 5 and 50 weight percent based on the total weight of the composition of an end block modifying resin that includes monoalkenyl arene, said end block modifying resin being compatible predominantly with the non-elastomeric block and substantially incompatible with the elastomeric block;

 between about 20 and 60 weight percent based on the total weight of the
15 composition of a plasticizing process oil that is compatible predominantly with said elastomeric block and generally incompatible with the non-elastomeric block of the block copolymer; and

 not more than 14 weight percent based on the total weight of the
composition of a mid block modifying tackifying resin that is compatible
20 predominantly with the elastomeric block and substantially incompatible with the non-elastomeric block of the block copolymer.

(20) The pressure sensitive adhesive composition of feature (19), wherein said end block modifying resin is thermoplastic, non-elastomeric block and said mid block modifying tackifying resin is an elastomeric resin.

25 (21) The pressure sensitive adhesive composition of feature (19), wherein said non-elastomeric polymer block of the block copolymer includes styrene, alphanethylstyrene, tert-butyl styrene or vinyl toluene.

(22) The pressure sensitive adhesive composition of feature (19), wherein said elastomeric polymer block of the block copolymer includes polybutadiene
30 polyisoprene, saturated polyolefins or poly(alpha-mono olefin) blocks.

(23) The pressure sensitive adhesive composition of feature (19), wherein said end block modifying resin is a thermoplastic compound selected from the group consisting of polystyrene, alpha-methylstyrene, poly(alpha-methylstyrene-vinyl toluene) copolymers, polyindene resins, metal resinsates, coumarone-indene resins, phenolics, and mixed aromatics.

(24) The pressure sensitive adhesive composition of feature (19), wherein said process oil is selected from the group consisting of petroleum fractions, alkylaryl resins, vegetable oils, animal oils, mixed olefin oligomers, polyterpene oligomers, mineral oils, naphthenic oils, and paraffinic oils.

10 (25) The pressure sensitive adhesive composition of feature (19), wherein said mid block modifying tackifying resin is selected from the group consisting of polyhydric esters of rosin, hydrogenated rosin esters, polyhydric alcohol esters, synthetic polyterpenes, terpene-olefin copolymers, terpene phenols, tall oil rosin, synthetic hydrocarbon resins, olefinic resins, 15 phenol-aldehyde resins, alpha-pinene resins, beta-pinene resins, and poly(1,3-pentadiene-2-methyl-2-butene) copolymers.

(26) The pressure sensitive adhesive composition of feature (19), further including up to about 5 weight percent of a composition stabilizing additive, based on the total weight of the composition.

20 (27) The pressure sensitive adhesive composition of feature (19), wherein said composition includes not more than about 7 weight percent of said mid block modifying tackifying resin.

(28) The pressure sensitive adhesive composition of feature (19), wherein said composition includes not more than about 5 weight percent of said mid 25 block modifying tackifying resin.

(29) The pressure sensitive adhesive composition of feature (19), wherein said block copolymer and said process oil are present in the composition at a weight ratio of approximately 1 to 1.

(30) The pressure sensitive adhesive composition of feature (19), wherein said composition includes between about 25 and 45 percent of said block copolymer, between about 10 and 40 weight percent of said end block modifying resin, and between about 25 and 45 weight percent of said process oil, all as based on the total weight of the composition.

(31) The pressure sensitive adhesive composition of feature (19), wherein said composition includes between about 30 and 40 weight percent of said block copolymer, between about 15 and 35 weight percent of said end block modifying resin, and between about 30 and 40 weight percent of said process oil, all as based on the total weight of the composition.

(32) The pressure sensitive adhesive composition of feature (19), wherein said composition includes between about 25 and 45 weight percent of said block copolymer, between about 10 and 40 weight percent of said end block modifying resin, between about 25 and 45 weight percent of said process oil, and between about 1 and 7 weight percent of said mid block modifying tackifying resin, all as based on the total weight of the composition.

(33) The pressure sensitive adhesive composition of feature (19), wherein said composition includes between about 30 and 40 weight percent of said block copolymer, between about 15 and 35 weight percent of said end block modifying resin, between about 30 and 40 weight percent of said process oil, and between about 3 and 5 weight percent of said mid block modifying tackifying resin, all as based on the total weight of the composition.

(34) The pressure sensitive adhesive composition of feature (19), wherein said non-elastomeric block of the block copolymer is styrene, said elastomeric block of the block copolymer is isoprene, and said process oil is a paraffinic oil.

And, the thickness of the conveying sheet may vary according to the sheet stock material thereof. It may be of stiff card board material, flexible paper for average books, or extremely thin polyethylene film. The conveying sheet may be the sheet stock material of between 10-900g/m².

WHAT IS CLAIMED IS:

1. A place marking means for marking the place of the desired page in a printed material, comprising:

a small, planar, tag-typed sheet of place marking means,

5 said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

10 the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

2. A stack of several sheets of place marking means for marking the place of the desired page in a printed material, comprising:

15 a plurality of separated sheets of place marking means being consecutively attached, one above another, to one another by means of releasable and repositionable adhesive applied to the place marking means itself forming said stack of place marking means; and,

each sheet of said place marking means further comprising:

20 a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any

25 one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

3. The combination of a conveying means in the form of a base sheet means with a plurality of sheets of place marking means attached thereto, comprising:

a base sheet means being a large, planar sheet stock material for
5 accommodating a plurality of sheets of place marking means;

a plurality of sheets of place marking means, each sheet(or each set) of which is so attached, next to one another, to said base sheet means by means of releasable and repositionable adhesive applied to the place marking means itself;

10 said base sheet means being average, ordinary sheet stock material which has so strong and dense surfaces that the adhesive applied to the place marking means and the surface of the base sheet means may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

15 a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any
20 one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

4. The combination of a conveying means in the form of a page in a bound
25 volume of printed material with a plurality of sheets of place marking means attached thereto, comprising:

a page initially attached in a bound volume of a printed material

having a plurality of individual pages being a large, planar sheet stock material for accommodating a plurality of sheets of place marking means;

a plurality of sheets of place marking means, each sheet(or each set) of which is so attached, next to one another, to said page by means of
5 releasable and repositionable adhesive applied to the place marking means;

said page in a bound volume of printed material being average, ordinary sheet stock material which has so strong and dense surfaces that the adhesive applied to the place marking means and the surface of the page may not be affected or damaged by each other;

10 each sheet of said place marking means further comprising:

a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said
15 adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

20 5. The combination of a conveying means in the form of an endpaper for a bound volume of printed material with a plurality of sheets of place marking means attached thereto, comprising:

an endpaper for being attached in a bound volume of a printed material having a plurality of individual pages being a large, planar sheet stock
25 material for accommodating a plurality of sheets of place marking means;

a plurality of sheets of place marking means, each sheet(or each set) of which is so attached, next to one another, to said endpaper by means of

releasable and repositionable adhesive applied to the place marking means itself;

said endpaper being average, ordinary sheet stock material which has so strong and dense surfaces that the adhesive applied to the place marking means and the surface of the endpaper may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

10 a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

6. The combination of a conveying means in the form of a flyleaf for a bound volume of printed material with a plurality of sheets of place marking means attached thereto, comprising:

20 a flyleaf for being attached in a bound volume of a printed material having a plurality of individual pages being a large, planar sheet stock material for accommodating a plurality of sheets of place marking means;

a plurality of sheets of place marking means, each sheet(or each set) of which is so attached, next to one another, to said flyleaf by means of 25 releasable and repositionable adhesive applied to the place marking means itself;

said flyleaf being average, ordinary sheet stock material which has so strong and dense surfaces that the adhesive applied to the place marking

means and the surface of the flyleaf may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

a small, planar, tag-typed sheet of place marking means,

5 said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

10 the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

7. A conveying means in the form of a strip of place marking means for being wound and forming a roll of place marking means or being folded and
15 forming a stack of place marking means and thereby for providing a plurality of sheets of place marking means, comprising:

a strip of place marking means being a narrow and long strip of sheet stock material, said strip of place marking means having a plurality of place marking means indicated and/or formed thereon;

20 severing border means being repeatedly formed, at regular spaces, on said strip of place marking means;

a portion of releasable and repositionable adhesive having rear and fore marginal edges being repeatedly applied, at regular spaces, to any one face of or alternately both face of said strip of place marking means;

25 said rear marginal edges of the adhesive being positioned along or near the severing border means such that the user may draw each sheet of the place marking means grasping the upper part of the place marking means

having no adhesive applied thereto; and

said strip of place marking means being average, ordinary sheet stock material which has so strong and dense surfaces that the adhesive applied to the strip of place marking means and the surface of the strip of place
5 marking means may not be affected or damaged by each other;

said severing border means and adhesive being so repeatedly provided to the strip of place marking means that each sheet of said place marking means severed from the strip of the place marking means further comprising;

a small, planar, tag-typed sheet of place marking means,

10 said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

15 the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

8. The combination of a conveying means in the form of a covering sheet of a paper block or one of a plurality of memo sheets of a paper block with a
20 plurality of sheets of place marking means attached thereto, comprising:

a covering sheet of a paper block or a memo sheet in a paper block being a small, planar sheet stock material for accommodating a plurality of sheets of place marking means;

a plurality of sheets of place marking means, each sheet(or each set)
25 of which is so attached, next to one another, to said covering sheet or memo sheet by means of releasable and repositionable adhesive applied to the place marking means itself;

said covering sheet or memo sheet being average, ordinary sheet stock

material which has so strong and dense surfaces that the adhesive applied to the place marking means and the surface of the covering sheet or memo sheet may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

5 a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any
10 one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

9. The combination of a conveying means in the form of an advertising
15 column with a plurality of sheets of place marking means attached thereto, comprising:

An advertising column having printed indicia of advertising information in a printed material for accommodating a plurality of sheets of place marking means;

20 a plurality of sheets of place marking means, each sheet(or each set) of which is so attached, next to one another, to said advertising column by means of releasable and repositionable adhesive applied to the place marking means itself;

said advertising column being average, ordinary sheet stock material
25 which has so strong and dense surfaces that the adhesive applied to the place marking means and the surface of the advertising column may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably
5 reattaching said sheet of place marking means to the desired place, said
adhesive being applied along or near any one shorter marginal edge of any
one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no
adhesive applied thereto being formed to be symmetrical about the
10 longitudinal axis of the place marking means.

10. The combination of a conveying means in the form of an advertising sheet
with a plurality of sheets of place marking means attached thereto,
comprising:

An advertising sheet having indicia of advertising information printed
15 thereon being a large, planar sheet stock material for accommodating
a plurality of sheets of place marking means;

a plurality of sheets of place marking means, each sheet(or each set)
of which is so attached, next to one another, to said advertising sheet by
means of releasable and repositionable adhesive applied to the place marking
20 means itself;

said advertising sheet being average, ordinary sheet stock material
which has so strong and dense surfaces that the adhesive applied to the
place marking means and the surface of the advertising sheet may not be
affected or damaged by each other;

25 each sheet of said place marking means further comprising;

a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

5 the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

11. The combination of a conveying means in the form of a base sheet means having a plurality of sheets of place marking means attached thereto, with
10 a commercial merchandise, comprising:

a merchandise being a commercial goods in the markets;

a base sheet means being a large, planar sheet stock material for accommodating a plurality of sheets of place marking means and for packaging said commercial merchandise;

15 a plurality of sheets of place marking means, each sheet(or each set) of which is so attached, next to one another, to said base sheet means by means of releasable and repositionable adhesive applied to the place marking means itself;

said base sheet means being average, ordinary sheet stock material which
20 has so strong and dense surfaces that the adhesive applied to the place marking means and the surface of the base sheet means may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

a small, planar, tag-typed sheet of place marking means.

25 said place marking means being comprised of opaque sheet stock material;

a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said

adhesive being applied along or near any one shorter marginal edge of any one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the
5 longitudinal axis of the place marking means.

12. The combination of a conveying means in the form of an advertising sheet having a plurality of sheets of place marking means attached thereto, with a commercial merchandise, comprising:

a merchandise being a commercial goods in the markets for sale;

10 An advertising sheet having indicia of advertising information printed thereon being a large, planar sheet stock material for accommodating a plurality of sheets of place marking means and for packaging said commercial merchandise;

a plurality of sheets of place marking means, each sheet(or each set)
15 of which is so attached, next to one another, to said advertising sheet by means of releasable and repositionable adhesive applied to the place marking means itself;

said advertising sheet being average, ordinary sheet stock material which has so strong and dense surfaces that the adhesive applied to the
20 place marking means and the surface of the advertising sheet may not be affected or damaged by each other;

each sheet of said place marking means further comprising;

a small, planar, tag-typed sheet of place marking means,

said place marking means being comprised of opaque sheet stock material;

25 a portion of releasable and repositionable adhesive for removably reattaching said sheet of place marking means to the desired place, said adhesive being applied along or near any one shorter marginal edge of any

one face of said sheet of place marking means; and

the tag part of the place marking means both faces of which have no adhesive applied thereto being formed to be symmetrical about the longitudinal axis of the place marking means.

- 5 13. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12,

wherein some or all of said place marking means further comprises:

indicia means being indicated and/or formed on the tag part of the place marking means by printing, pressing, cutting, or indenting to index the
10 importance of the information included in the marked page and to provide one border means;

said border means being the border of said indicia means or the indicia means itself, and being perpendicular to the longitudinal axis of the place marking means;

- 15 said indicia means being indicated and/or formed by means of or in the form of dot(s), hole(s), line(s), row(s), color(s), character(s), mark(s), cut-out part(s), indented or relieved part(s), or any other known indication(s) or representation(s); and

said indicia means being so indicated and/or formed on the upper part of
20 the place marking means that said indicia means is not positioned on the lower part thereof to any one face of which the adhesive is applied.

14. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12,

wherein some or all of said place marking means further comprises:

- 25 indicia means being indicated and/or formed on the tag part of the place marking means by printing, pressing, cutting, or indenting to index the

importance of the information included in the marked page and to provide more than one border means;

more than one border means being the border of said indicia means or the indicia means itself, being in parallel to each other, and being
5 perpendicular to the longitudinal axis of the place marking means;

said indicia means being indicated and/or formed by means of or in the form of dot(s), hole(s), line(s), row(s), color(s), character(s), mark(s), cut-out part(s), indented or relieved part(s), or any other known indication(s) or representation(s); and

10 said indicia means being so indicated and/or formed on the upper part of the place marking means that said indicia means is not positioned on the lower part thereof to any one face of which the adhesive is applied.

15. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12.

15 wherein some or all of said place marking means further comprises:

place distinguishing means being indicated and/or formed on the lower part of any one face of said sheet of the place marking means, opposite to the face where the adhesive is applied thereon by printing, pressing, cutting, or indenting to provide the user a standard to place the place
20 marking means just right before the beginning of and/or right after the end of the desired information, and also to provide border means when said place marking means is attached to mark a page;

said place distinguishing means is indicated and/or formed by means of or in the form of dot(s), hole(s), line(s), row(s), color(s), character(s),
25 mark(s), cut-out part(s), indented or relieved part(s), or any other known indication(s) or representation(s); and

said border means being the border of said place distinguishing means

and being perpendicular to the longitudinal axis of the place marking means.

16. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12,

wherein some or all of said place marking means further comprises:

5 indicia means being indicated and/or formed on the tag part of the place marking means by printing, pressing, cutting, or indenting to index the importance of the information included in the marked page and to provide border means;

10 place distinguishing means being indicated and/or formed on the lower part of any one face of said sheet of the place marking means, opposite to the face where the adhesive is applied thereon by printing, pressing, cutting, or indenting to provide the user a standard to place the place marking means just right before the beginning of and/or right after the end of the desired information, and also to provide border means when said place
15 marking means is attached to mark a page;

more than one border means being the border of said indicia means or the indicia means itself and/or the border of said place distinguishing means, being in parallel to each other, and being perpendicular to the longitudinal axis of the place marking means;

20 said indicia means being indicated and/or formed by means of or in the form of dot(s), hole(s), line(s), row(s), color(s), character(s), mark(s), cut-out part(s), indented or relieved part(s), or any other known indication(s) or representation(s);

25 said place distinguishing means is indicated and/or formed by means of or in the form of dot(s), hole(s), line(s), row(s), color(s), character(s), mark(s), cut-out part(s), indented or relieved part(s), or any other known indication(s) or representation(s); and

said indicia means being so indicated and/or formed on the upper part of the place marking means as not to overlap said place distinguishing means which is indicated and/or formed on the lower part of the place marking means.

- 5 17. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12,

wherein, said sheet of the place marking means has suitable size for easy handling and good appearance when attached to average printed material, such that, under the condition that the breadth between the right- and left-
10 marginal edge of the place marking means is not wider than the length between the upper- and lower-marginal edge thereof, the breadth is at least not less than 3mm nor more than 25mm, and the length is at least not less than 9mm nor more than 51mm.

18. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9,
15 10, 11, or 12,

wherein, the both faces of the tag part of the place marking means are the same in color, depth, reflection of light and appearance, and the like.

19. The place marking means as set forth in claim 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, or 12,

- 20 wherein, the surfaces of both faces of the place marking means except the portion of the adhesive are formed to enable the user to write desired instructions on them.

20. The conveying means in the form of the base sheet means, the page in a book, the endpaper, the flyleaf, the strip of place marking means, the
25 sheet comprising the advertising column, or the advertising sheet, as set forth in claim 3, 4, 5, 6, 7, 9, 10, 11, or 12,

wherein said conveying means further comprises weakening means in the form of vertical and/or horizontal line(s), comprised of a series of small perforations or a series of slits, or formed of any other known weakening methods such as punching, die-cutting, mechanical pressing, heat pressing, 5 laser treatments, and etc.

21. The conveying means in the form of the base sheet means, the page in a book, the endpaper, the flyleaf, the covering sheet of a paper block or one of a plurality of memo sheets of the paper block, the sheet comprising the advertising column, or the advertising sheet, as set forth in claim 3, 4, 5, 10 6, 8, 9, 10, 11, or 12,

wherein said conveying means further has a portion of releasable and repositionable adhesive in the form of strip, band, dots, or area applied thereto.

22. The conveying means in the form of the base sheet means, the page in a 15 book, the endpaper, the flyleaf, the strip of place marking means, the covering sheet of a paper block or one of a plurality of memo sheets of the paper block, the sheet comprising the advertising column, or the advertising sheet, as set forth in claim 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12,

wherein the part of the surface of said conveying means where the place 20 marking means are attached has adhesive repellent surface treated with known materials such as silicone or the like.

23. The combination of conveying means in the form of the base sheet means, the page in a book, the endpaper, the flyleaf, the strip of place marking means, the covering sheet of a paper block or one of a plurality of memo 25 sheets of the paper block, the sheet comprising the advertising column, or

the advertising sheet, with a plurality of sheets of place marking means attached thereto or comprising thereof, as set forth in claim 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12.

wherein the adhesive applied to the place marking means has the following compositions as a standard to choose the sheet stock material of said conveying means in order that the surface of said adhesive and the surface of said sheet stock materials may not be damaged by each other when the place marking means and the conveying means are provided in combination with each other;

- 10 Infusible, non-polar organic liquid dispersible, non-polar organic liquid insoluble, inherently tacky, elastomeric copolymer microspheres consisting essentially of about 90 to about 99.5 percent by weight of one or more oleophilic, water-emulsifiable alkyl acrylate esters, at least one of said esters being selected from the group consisting of iso-octyl
- 15 acrylate, 4-methyl-2-pentyl acrylate, 2-methylbutyl acrylate and sec-butyl acrylate and about 10 to 0.5 percent by weight of one or more monomers selected from the group consisting of trimethylamine methacrylimide, trimethylamine p-vinyl benzimide, ammonium acrylate, sodium acrylate, N,N-dimethyl-N-(β -methacryloxyethyl) ammonium propionate betaine, 1,1-dimethyl-1-
- 20 (2-hydroxypropyl) amine methacrylimide, 4,4,9-trimethyl-4-azonia-7-oxo-8-oxa-9-decene-1-sulphonate, 1,1-dimethyl-1-(2,3-dihydroxypropyl) amine methacrylimide, and maleic anhydride, said copolymer having been prepared by aqueous suspension polymerization in the presence of an anion emulsifier at a level above said emulsifier's critical micelle concentration.
- 25 24. The combination of conveying means in the form of the base sheet means, the page in a book, the endpaper, the flyleaf, the strip of place marking means, the covering sheet of a paper block or one of a plurality of memo sheets of the paper block, the sheet comprising the advertising column, or

the advertising sheet, with a plurality of sheets of place marking means attached thereto or comprising thereof, as set forth in claim 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12,

wherein the adhesive applied to the place marking means has the following compositions as a standard to choose the sheet stock material of said conveying means in order that the surface of said adhesive and the surface of said sheet stock materials may not be damaged by each other when the place marking means and the conveying means are provided in combination with each other;

10 Infusible, non - polar organic liquid dispersible, non-polar organic liquid insoluble, inherently tacky, elastomeric copolymer microspheres consisting essentially of about 98 to about 99.5 percent by weight of one or more oleophilic, water-emulsifiable alkyl acrylate esters, at least one of said esters being selected from the group consisting of iso-
15 octyl acrylate, 4-methyl-2-pentyl acrylate, 2-methylbutyl acrylate and sec-butyl acrylate and about 2 percent to about 0.5 percent by weight of one or more monomers selected from the group consisting of trimethylamine methacrylimide, trimethylamine p-vinyl benzimide, ammonium acrylate, sodium acrylate, N,N-dimethyl-N-(β -methacryloxyethyl) ammonium propionate betaine,
20 1,1-dimethyl-1-(2-hydroxypropyl) amine methacrylimide, 4,4,9-trimethyl-4-azonia -7-oxo -8-oxa -9-decene- 1-sulphonate, 1,1-dimethyl-1-(2,3-dihydroxypropyl) amine methacrylimide, and maleic anhydride, said copolymer having been prepared by aqueous suspension polymerization in the presence of an anion emulsifier at a level above said emulsifier's critical micelle
25 concentration.

25. The combination of conveying means in the form of the base sheet means, the page in a book, the endpaper, the flyleaf, the strip of place marking

means, the covering sheet of a paper block or one of a plurality of memo sheets of the paper block, the sheet comprising the advertising column, or the advertising sheet, with a plurality of sheets of place marking means attached thereto or comprising thereof, as set forth in claim 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12.

wherein the adhesive applied to the place marking means has the following compositions as a standard to choose the sheet stock material of said conveying means in order that the surface of said adhesive and the surface of said sheet stock materials may not be damaged by each other when the place marking means and the conveying means are provided in combination with each other;

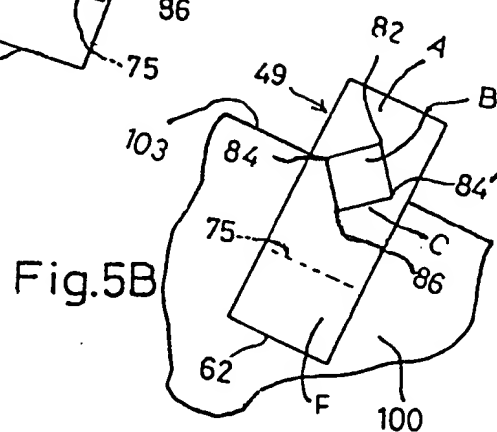
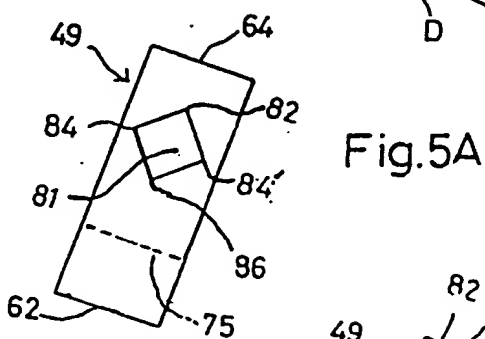
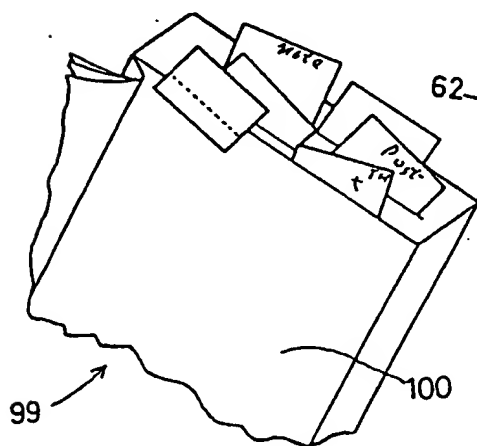
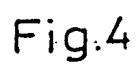
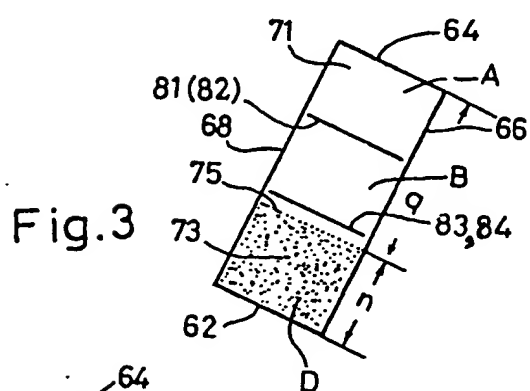
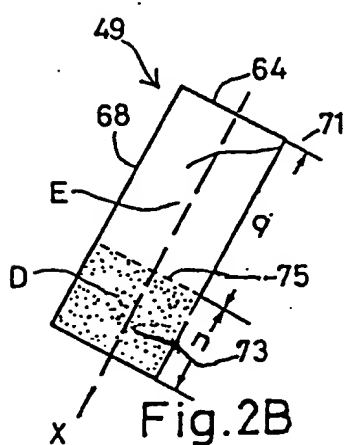
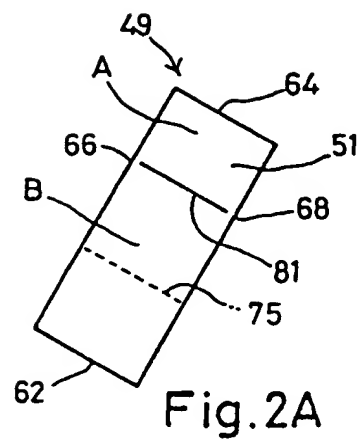
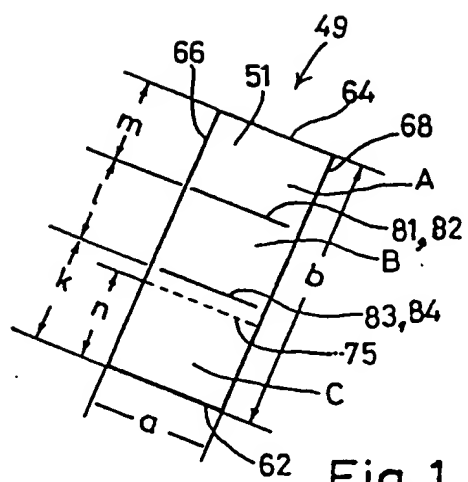
between about 20 and 60 weight percent based on the total weight of the composition of a block copolymer having non-elastomeric polymer blocks and at least one elastomeric polymer block, each said non-elastomeric block being a monoalkenyl arene polymer block, said elastomeric block being a hydrogenated conjugated diene polymer block;

between about 5 and 50 weight percent based on the total weight of the composition of an end block modifying resin that includes monoalkenyl arene, said end block modifying resin being compatible predominantly with the non-elastomeric block and substantially incompatible with the elastomeric block;

between about 20 and 60 weight percent based on the total weight of the composition of a plasticizing process oil that is compatible predominantly with said elastomeric block and generally incompatible with the non-elastomeric block of the block copolymer; and

not more than 14 weight percent based on the total weight of the composition of a mid block modifying tackifying resin that is compatible predominantly with the elastomeric block and substantially incompatible with the non-elastomeric block of the block copolymer.

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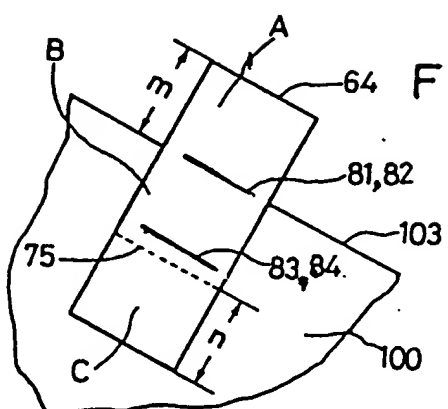


Fig. 5C

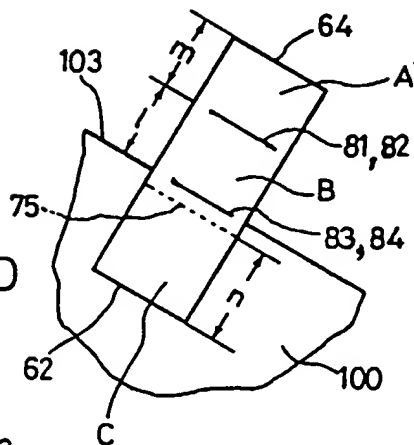


Fig. 5D

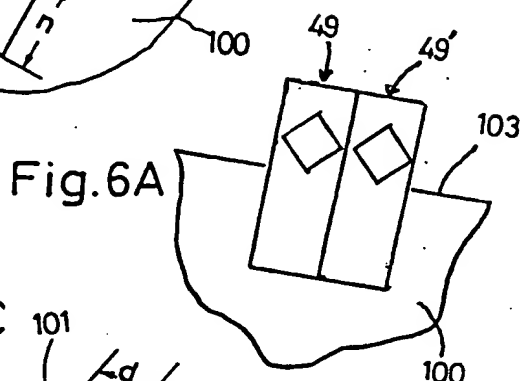


Fig. 6A

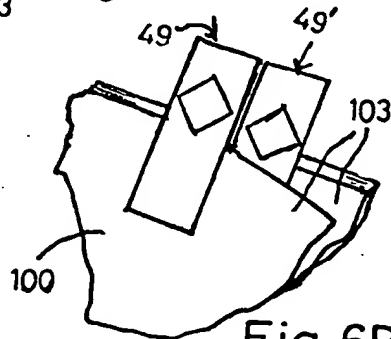


Fig. 6B

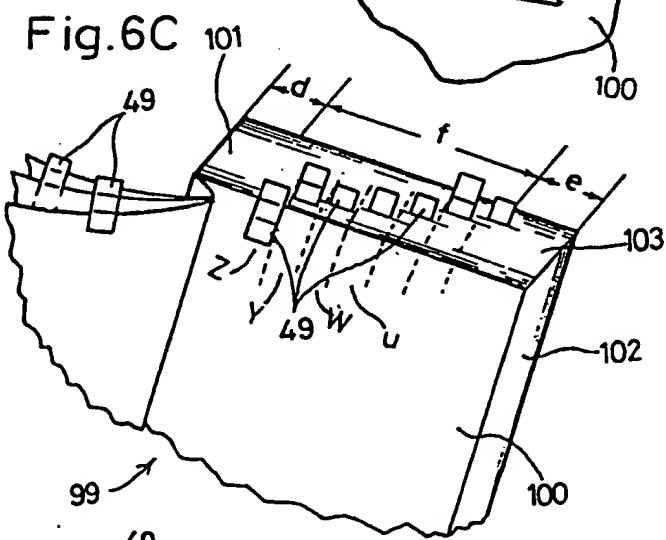


Fig. 6C

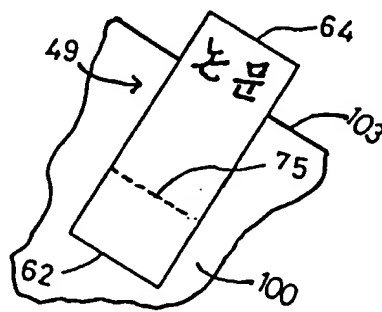


Fig. 7A

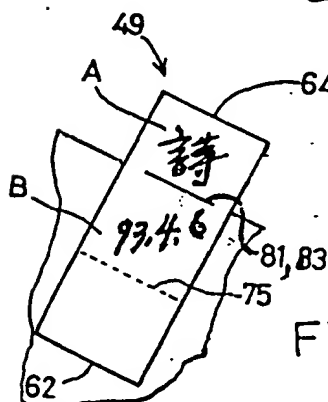


Fig. 7B

Fig. 7C

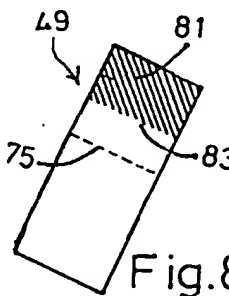
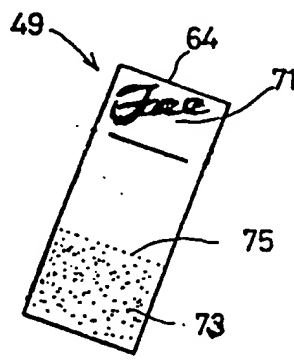


Fig. 8A

3/10

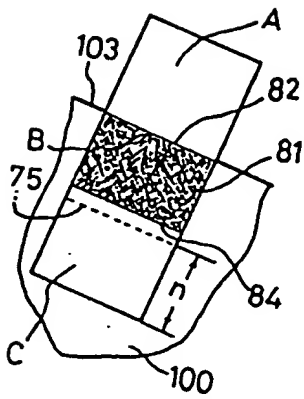


Fig. 8B

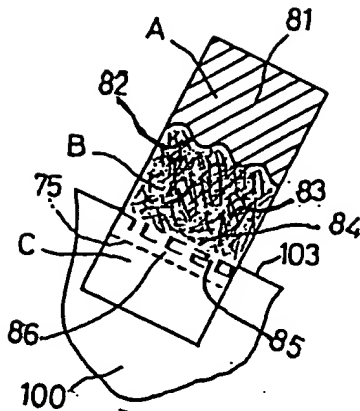


Fig. 8C

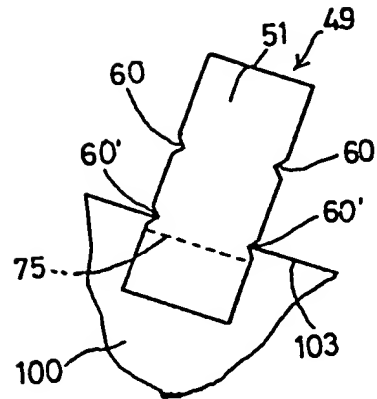


Fig. 8D

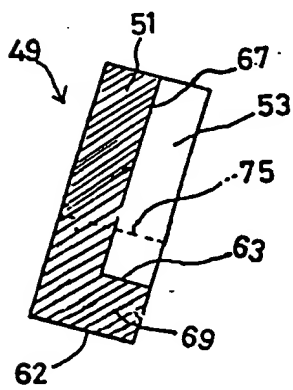


Fig. 9A

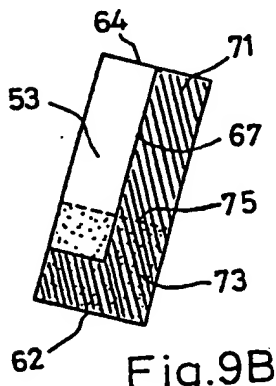


Fig. 9B

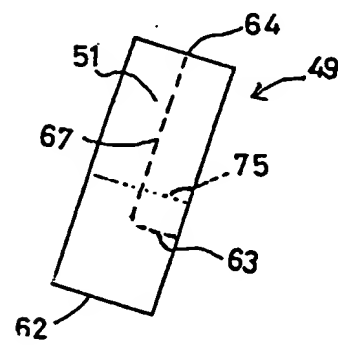


Fig. 9C

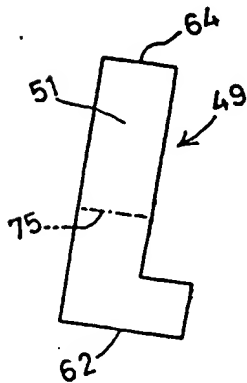


Fig. 9D

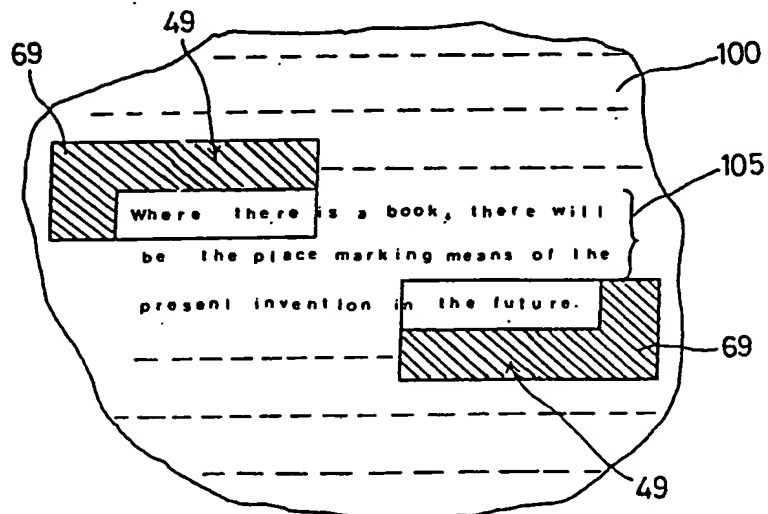


Fig. 10A

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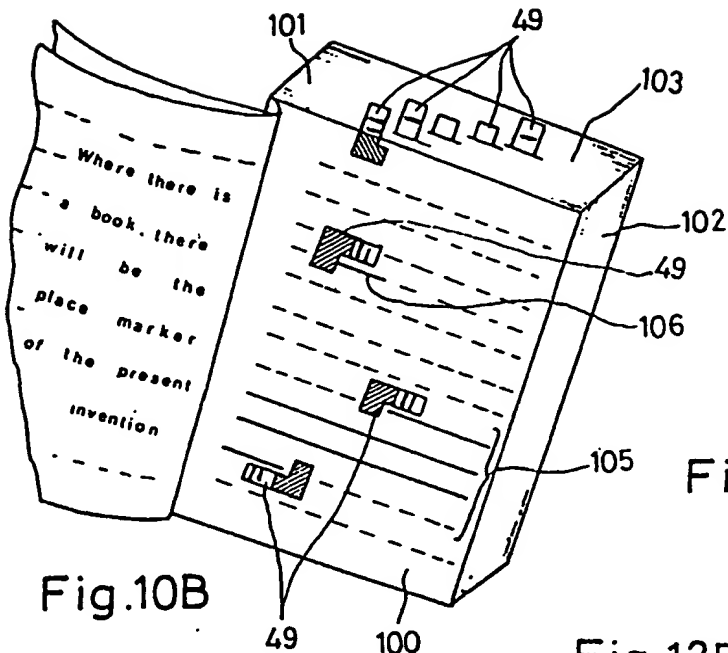


Fig. 10B

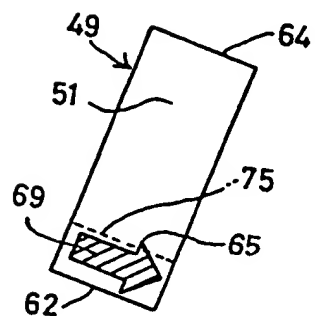


Fig. 11A

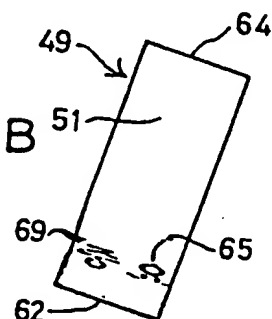


Fig. 11B

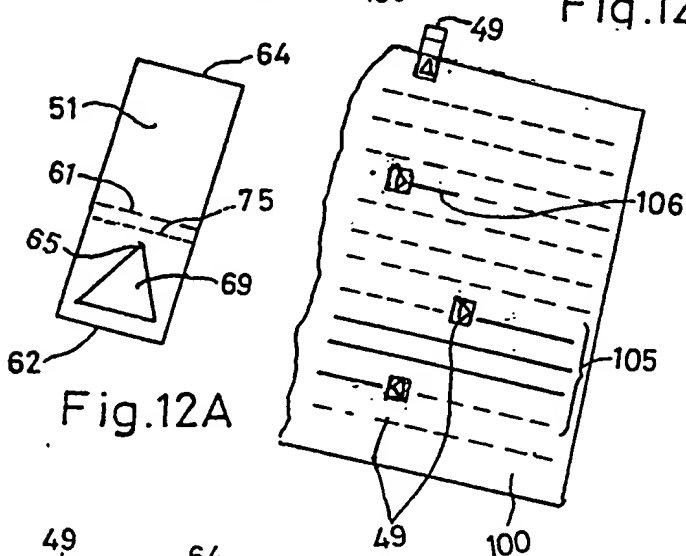


Fig. 12A

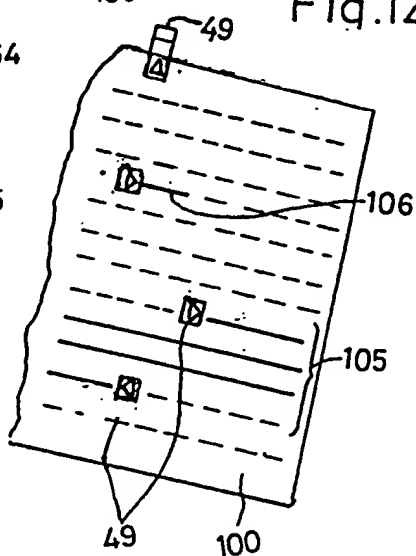


Fig. 12B

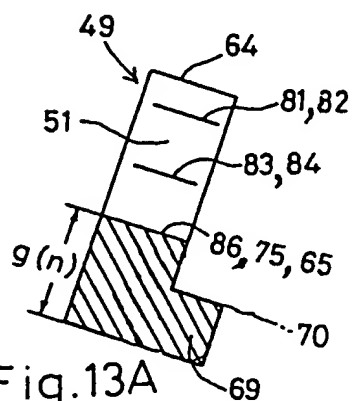


Fig. 13A

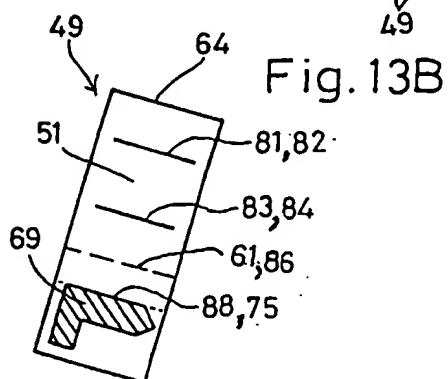
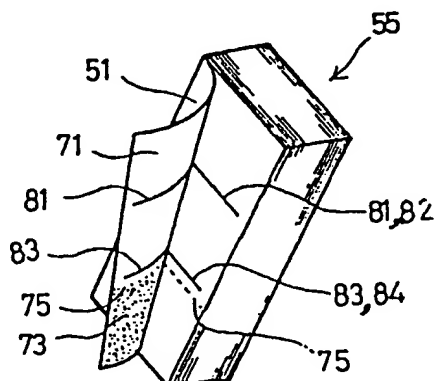
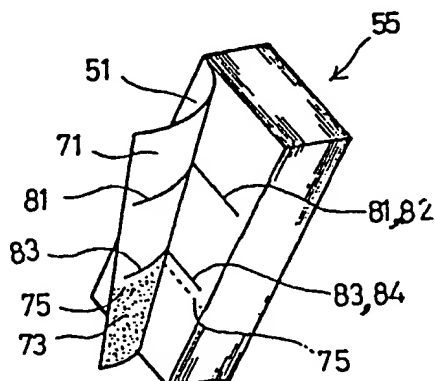
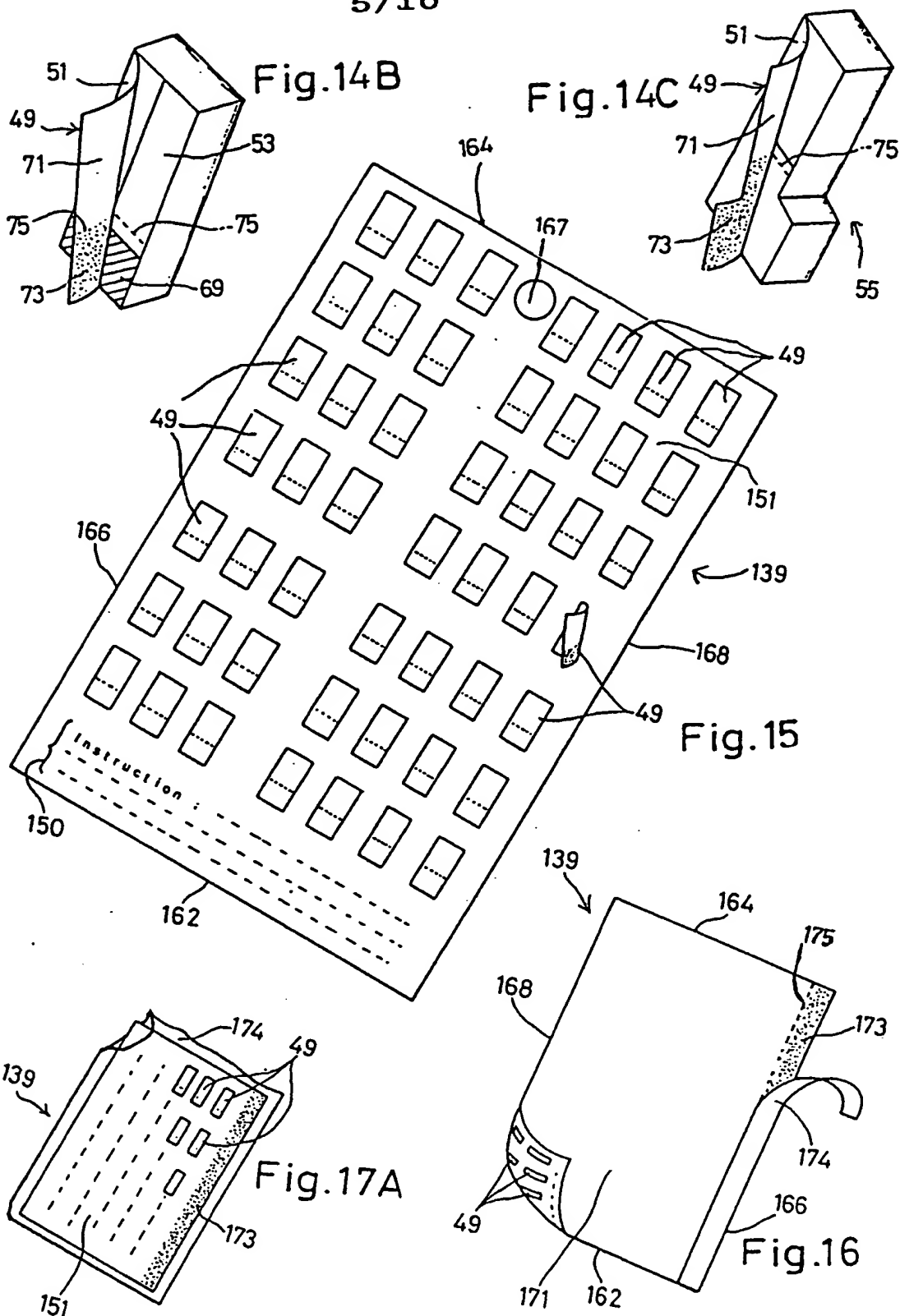


Fig. 13B



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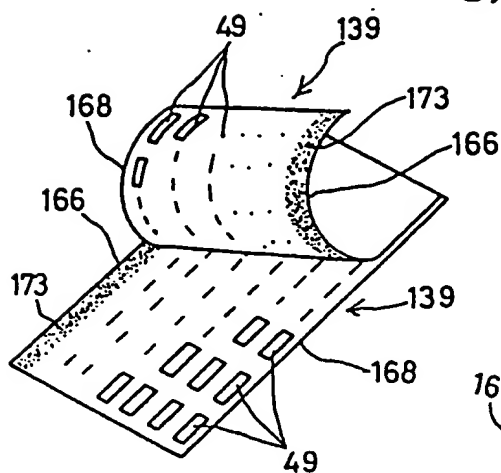


Fig. 17B

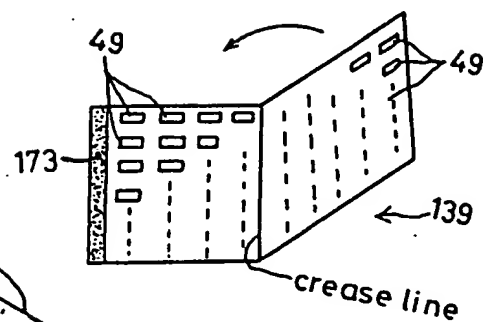


Fig. 17C

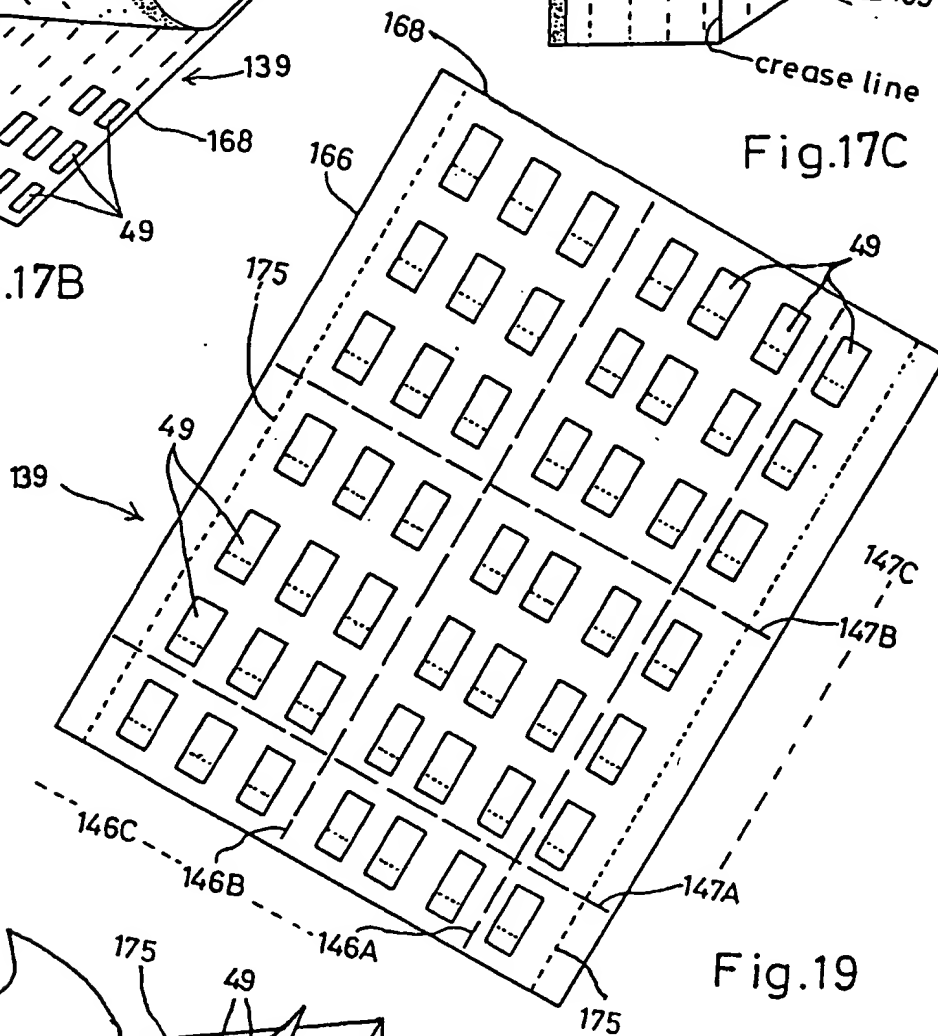


Fig. 19

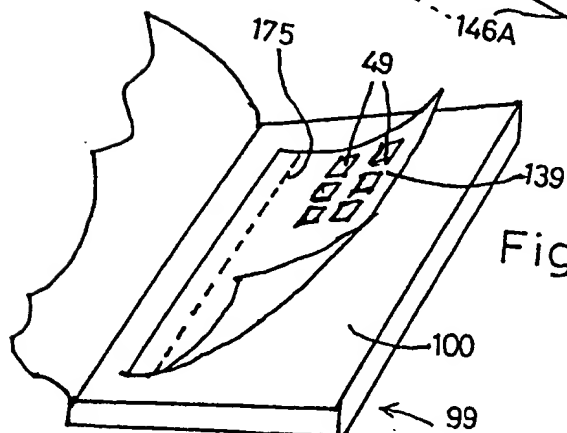
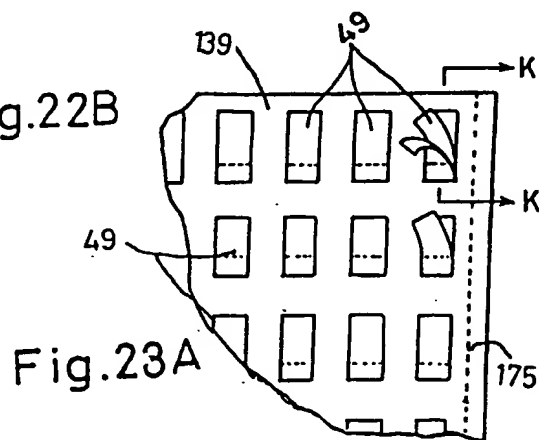
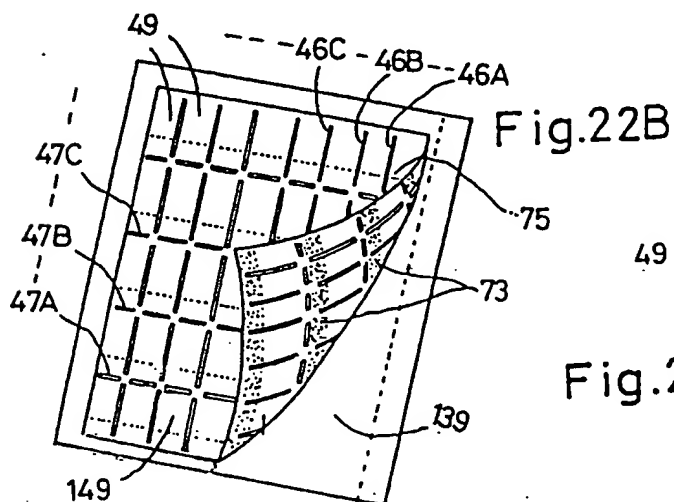
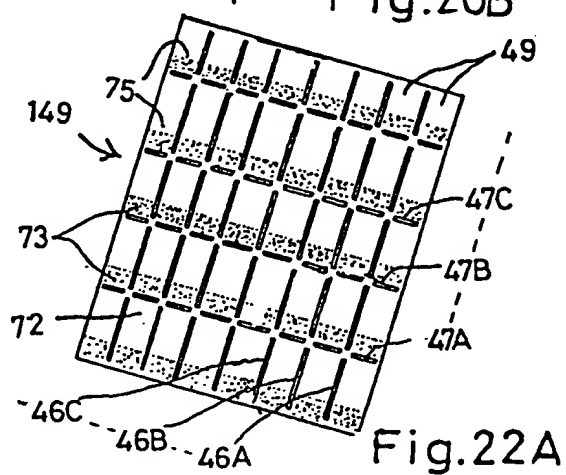
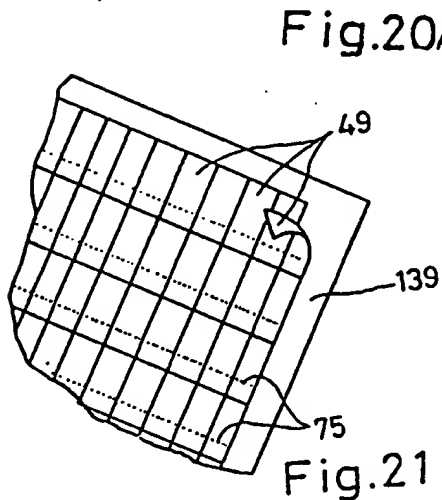
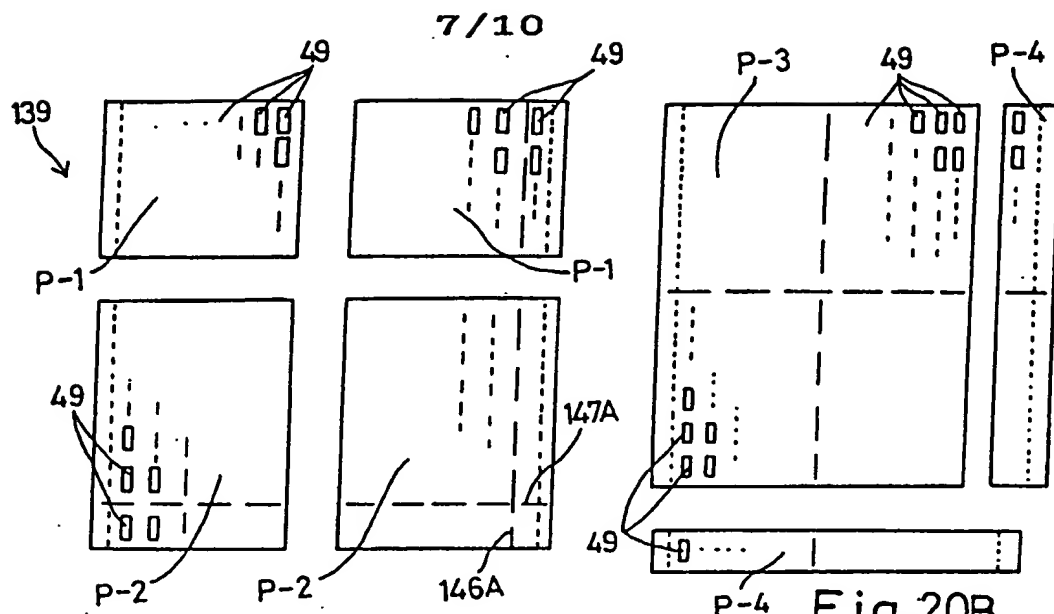


Fig. 18



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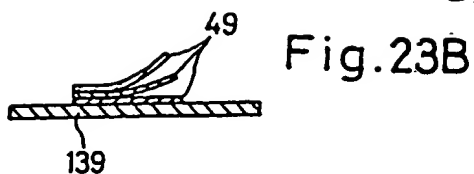


Fig. 23B

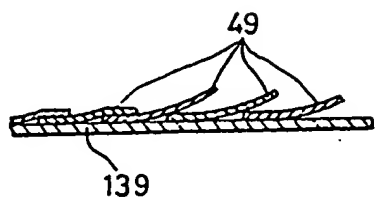


Fig. 24B

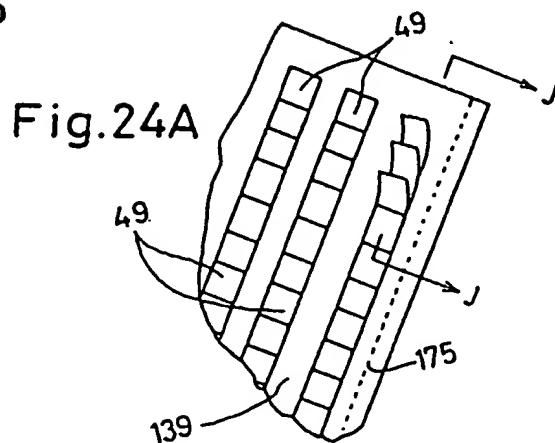


Fig. 24A

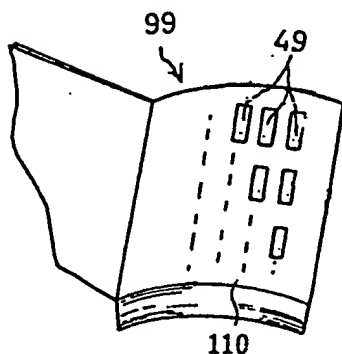


Fig. 25A

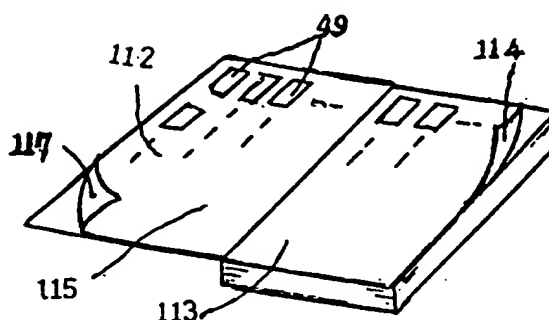


Fig. 25B

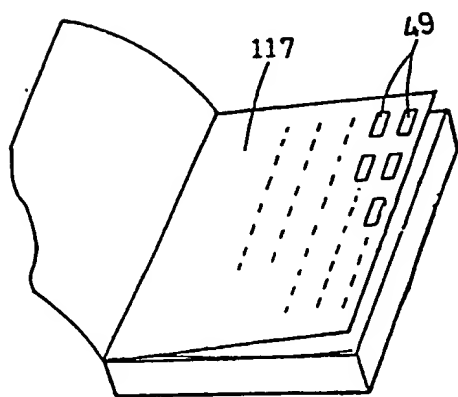


Fig. 25C

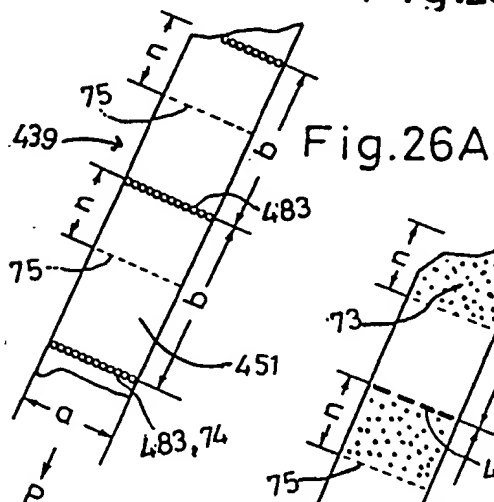


Fig. 26A

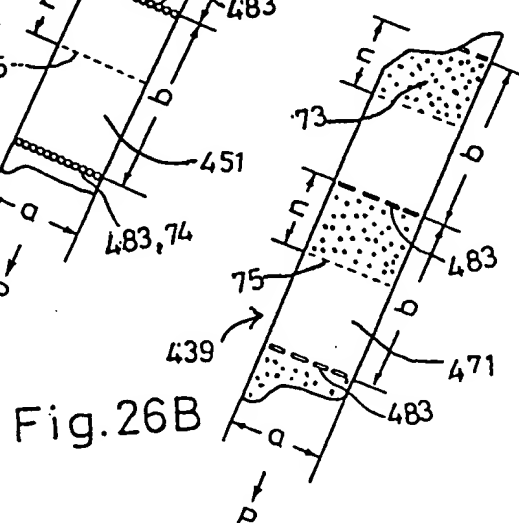


Fig. 26B

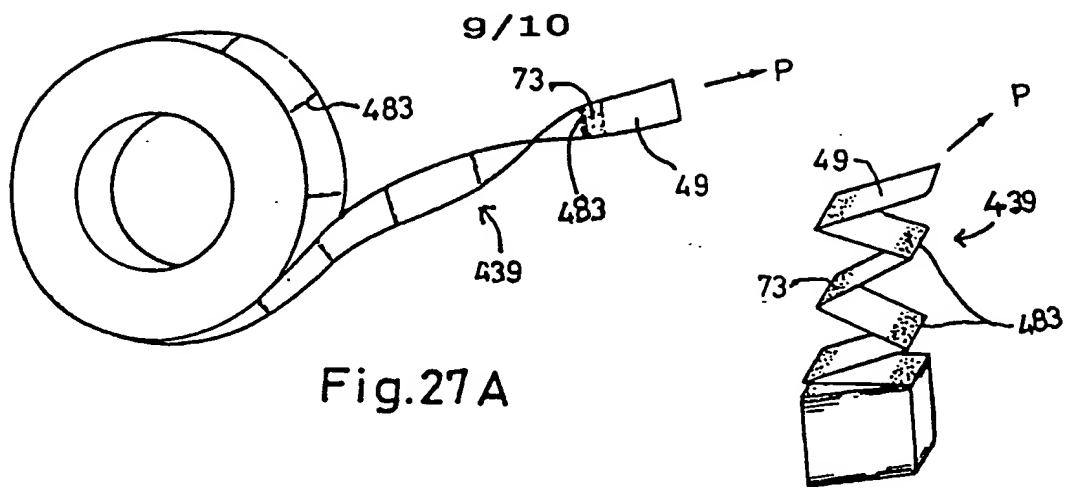


Fig. 27A

Fig. 27B

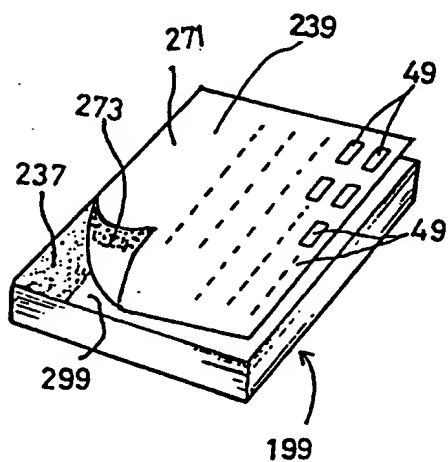


Fig. 28

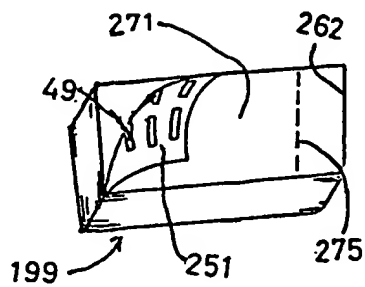


Fig. 29A

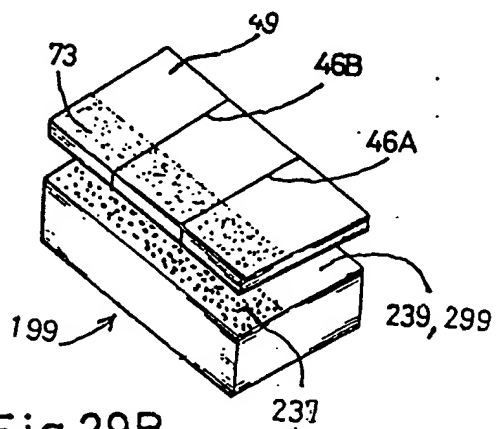


Fig. 29B

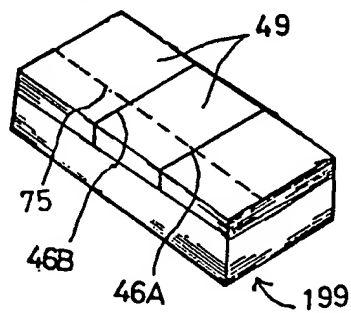


Fig. 29C

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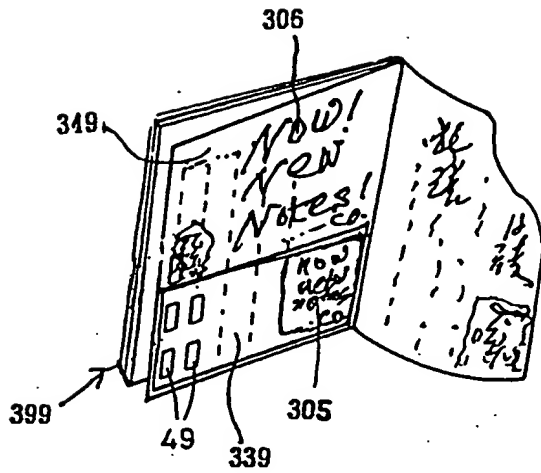


Fig. 30

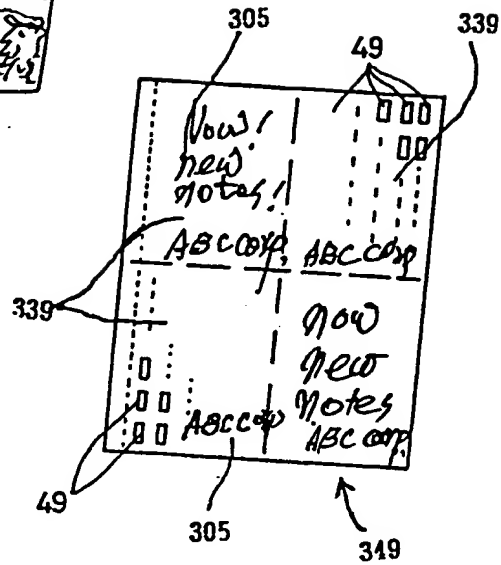


Fig. 31A

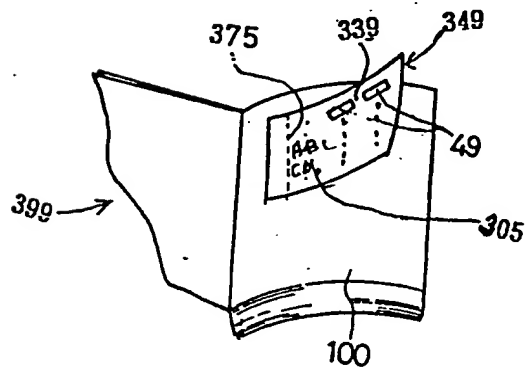


Fig. 31B

INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR 94/00132

A. CLASSIFICATION OF SUBJECT MATTER

IPC⁶: B 42 D 15/00; G 09 F 3/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols): B 42 D 15/00; G 09 F 3/00-3/10, 3/19

IPC⁶: G 02 B 5/12, 5/128; G 06 K 19/08; G 07 F 7/08; C 08 J 5/18 B 41 M 5/124; A 61 F 13/02;
A 01 B 23/06; C 08 F 15/26; C 08 K 3/22, 5/01; C 08 L 9/00, 23/04, 93/00; C 09 J 7/02

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPIL

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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A	DE 30 33 273 A1 (KLEINERMANN) 01 April 1982 (01.04.82), totality.	1
A	EP 0 385 647 (MINNESOTA MINING AND MANUFACTURING COMPANY) 05 September 1990 (05.09.90), totality.	1,2
A	US 5 080 399 A (OLSON) 14 January 1992 (14.01.92), abstract; fig. 1-6.	1
A	US 5 050 909 (MERTENS et al.) 24 September 1991 (24.09.91), abstract; fig. 1-13.	1,2
A	WO 91/03 806 A1 (THOMAS, WISHNEY) 21 March 1991 (21.03.91), abstract; fig. 1-3.	1,3
A	US 4 991 878 A (COWAN et al.) 12 February 1991 (12.02.91), abstract; fig. 1-3.	1,4



Further documents are listed in the continuation of Box C.



See patent family annex.

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Date of the actual completion of the international search

27 April 1995 (27.04.95)

Date of mailing of the international search report

10 May 1995 (10.05.95)

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Pirker e.h.

Telephone No. 1/53424/322

INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR 94/00132

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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A	US 5 282 649 (WILLIAMS et al.) 01 February 1994 (01.02.94), totality.	1,9
A	US 5 308 120 (THOMPSON) 03 May 1994 (03.05.94), fig. 1-13.	1,12
A	US 3 691 140 A (SILVER) 12 September 1972 (12.09.72), named by the applicant; totality.	1,23-25
A	US 4 399 249 (BILDUSES) 16 August 1983 (16.08.83), named by the applicant; totality. -----	1,23-25

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/KR 94/00132

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